**Migration Letters**

Volume: 20, No: S8(2023), pp. 1133-1144

ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)
www.migrationletters.com

# Exploring New Horizons in Education through Innovation

Ibis Lizeth López Novoa[1], Manuel Padilla Guzmán[2], Mónica Evelyn Juárez de la Cruz[3], Nadia Masaya Panduro Tenazoa[4], Noe Ramírez Flores[5], Claudia de Jesús Morales Aquituari[6]

**Abstract**

*A documentary review was carried out on the production and publication of research papers related to the study of the variables Education, Innovation and New Horizons. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2017-2022, achieving the identification of 81 publications. The information provided by this platform was organized through graphs and figures, categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors on the proposed topic is referenced through a qualitative analysis. Among the main findings made through this research, it is found that the United States, with 14 publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions of that nation. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material related to the study of Education through innovative strategies was Social Sciences with 36 published documents, and the most used Publication Type during the period indicated above were Journal Articles with 51% of the total scientific production.*

***Keywords:*** *Education, innovation, new horizons.*

## 1. Introduction

The transformative impact of education has resulted in new horizons through which innovation is taken into account as a factor of growth and a guide towards a path of new learning experiences. As we introduce ourselves to new learning models and look at the educational complexities of this century, it is important to mark a before and after in educational practices, leaving aside the traditional paradigms implemented in education and achieving a profound metamorphosis, which has been taking place due to important technological and educational advances, based on the need to innovate educational processes to achieve an impact without as well as the various pedagogical styles of learning.

When we refer to new horizons in education through education, we complement a series of dynamic landscapes that seek to revolutionize and transform the core essence of learning. With these new horizons, it is sought that teachers and schools of education and

[1] Universidad Nacional de San Martín, https://www.orcid.org/0000-0001-6387-3376
[2] Universidad Nacional de San Martín, https://www.orcid.org/0000-0002-1799-1221
[3] Universidad Nacional de San Martin, https://orcid.org/0000-0001-8733-4369
[4] Universidad Nacional Intercultural de la Amazonia, https://orcid.org/0000-0003-4498-6644
[5] Instituto de Investigación de la Amazonia Peruana, https://orcid.org/0000-0002-6683-728X
[6] Independent Researcher, https://orcid.org/0000-0002-1616-7601

formulators of educational policies, inspect and investigate new terrains where creativity, technology and the pedagogy of learning and teaching start towards a new learning process in which not only new knowledge is sought, but also autonomous learning. personal and holistic development and improve students' cognitive and physical abilities for a world that is constantly changing.

In this rapid spread of new technologies that the 21st century offers us, the integration of the innovative factor has become a cornerstone in which to improve educational progress. With these new education processes, the introduction of virtual classrooms and the reality of adaptive and individual learning platforms, these educational technology tools are changing in an unparalleled way how educators impart their academic load and how students assimilate this information in a more comprehensive way, benefiting academic performance.

As we delve deeper into these unexplored realms, the role of educators becomes even more critical. They are not just disseminators of information, but facilitators of curiosity, guides on the journey of exploration, and mentors who shape the next generation of global citizens. The teacher-student dynamic is evolving towards a collaborative partnership, where knowledge is co-created and learning is a shared experience.

New horizons in education proliferate beyond higher education institutions, this seeks educators and institutions to continuously adapt professional and academic growth which is in constant change and fluctuations of learning models. The introduction of online platforms, new micro-learning models and academic certifications based on student individualism have become an integral pillar towards a lifelong learning component that will be maintained over time, with this to ensure that students and educators manage to adapt to the constant demands of the modern world. These processes where we explore new horizons in education through innovation invite us to challenge the status that, at the time of integrating new technologies into the academic load of educational establishments and managing to proactively cultivate curiosity, collaboration and adaptability are sought. As we stand on the cusp of this educational renaissance, the possibilities are as vast and limitless as the horizons we aspire to reach. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variables Education, Innovation and New Horizons, as well. Such as the description of the position of certain authors affiliated with institutions, during the period between 2017 and 2022.

## 2. General Objective

To analyze, from a bibliometric and bibliographic perspective, the preparation and publication of research papers in high-impact journals indexed in the Scopus database on the variables Education, Innovation and New Horizons, during the period 2017-2022.

## 3. Methodology

This article is carried out through a research with a mixed orientation that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of Education, Innovation and New Horizons. A qualitative perspective, examples of some research works published in the area of study mentioned above, based on a bibliographic approach that allows describing the position of different authors on the proposed topic. It is important to note that the entire search was carried out through Scopus, managing to establish the parameters referenced in Figure 1.

3.1. Methodological design


Figure 1. Methodological design
Source: Authors' own creation

3.1.1 Phase 1: Data collection

Data collection was carried out from the Search tool on the Scopus website, where 81 publications were obtained from the following filters:

TITLE-ABS-KEY ( education, AND innovation, AND new AND horizons ) AND PUBYEAR > 2016 AND PUBYEAR < 2023

- Published documents whose study variables are related to the study of Education, Innovation and New Horizons
- Limited to the years 2017-2022.
- Without distinction of country of origin.
- Without distinction of area of knowledge.
- No distinction of type of publication.

3.1.2 Phase 2: Construction of analytical material

The information collected in Scopus during the previous phase is organized and then classified by graphs, figures and tables as follows:

- Co-occurrence of words.
- Year of publication.
- Country of origin of the publication.
- Area of knowledge.
- Type of publication.

3.1.3 Phase 3: Drafting of conclusions and outcome document

In this phase, the results of the previous results are analysed, resulting in the determination of conclusions and, consequently, the obtaining of the final document.

## 4. Results

4.1 Co-occurrence of words

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.

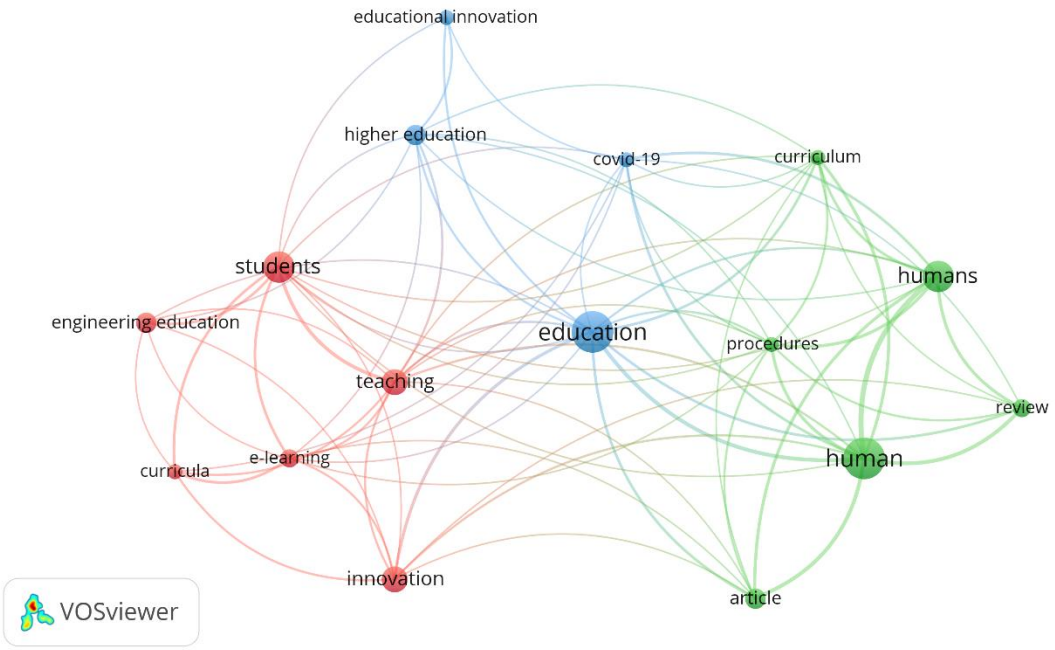


Figure 2. Co-occurrence of words

Source: Authors' own elaboration (2023); based on data exported from Scopus.

Education was the most frequently used keyword within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Learning Systems is among the most frequently used variables, associated with variables such as Innovation, Higher Education, Curriculum, Education Engineering, Information Systems, E-Learning, Educational Innovation, Procedure. From the above, it is striking, the new horizons in education through innovation promise a future where learning knows no limits. By embracing change and fostering a culture of continuous improvement, we pave the way for generations to come, equipping them with the skills and mindset needed to thrive in an ever-evolving world. With the integration of artificial intelligence, educational tools become intuitive guides, which adapt to students' needs and provide real-time feedback. The innovative elements present in education inject enthusiasm into the learning process, turning lessons into interesting missions. The future of education through innovation is a landscape where curiosity knows no bounds and students have the power to explore, discover, and excel.

4.2 Distribution of scientific production by year of publication

Figure 3 shows how scientific production is distributed according to the year of publication.

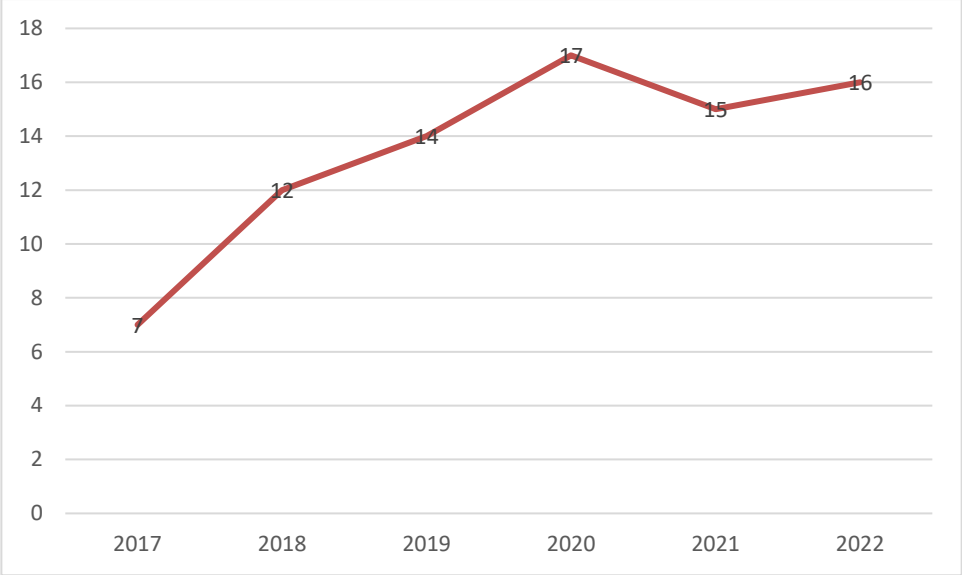


Figure 3. Distribution of scientific production by year of publication.

Source: Authors' own elaboration (2023); based on data exported from Scopus

Among the main characteristics evidenced through the distribution of scientific production by year of publication, the number of publications registered in Scopus was in 2020, reaching a total of 17 documents published in journals indexed on this platform. This article presents the results of a bibliometric study that aimed to identify academic publications that considered the relationship between social entrepreneurship and complex thinking competence and its subcompetencies. The intention is to create a theoretical horizon that provides a complete vision of the current academic correlation between both competencies in order to identify areas of opportunity for new studies. Methodologically, the Scopus and Web of Science databases were reviewed under the PRISMA protocol. R, RStudio and Bibliometrix were used to quantitatively analyze the data. The results showed that the number of related publications was minimal and corresponded to current studies, which sheds light on the wide possibilities to analyze the relationship between both variables.(Vázquez-Parra, 2022)

4.3 Distribution of scientific output by country of origin

Figure 4 shows how scientific production is distributed according to the country of origin of the institutions to which the authors are affiliated.

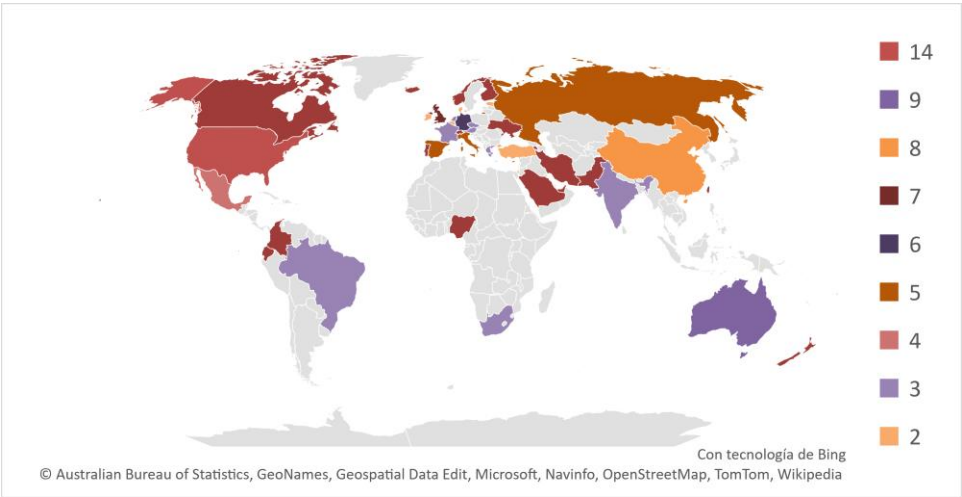


Figure 4. Distribution of scientific production by country of origin.

Source: Authors' own elaboration (2023); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, the records from institutions were taken into account, establishing the United States as the country of that community, with the highest number of publications indexed in Scopus during the period 2017-2022, with a total of 14 publications in total. In second place, Australia with 9 scientific papers, and China occupying the third place presenting to the scientific community, with a total of 8 documents among which is the article entitled "Complex digital horizons in the future of education 4.0: perspectives of the UNESCO recommendations" This article aims to analyze the possible digital horizons that are envisioned in the future of education 4.0 based on the recommendations UNESCO 2019. The analysis is linked to digital transformation and the valuable contributions of the articles that make up this monograph are also presented. The method followed was literature review and propositional analysis. The findings show contributions to education 4.0 linked to UNESCO's recommendations: (a) reasoning from complexity, (b) access with open platforms, (c) digital support, (d) new creations and (d) solidarity. Ten articles that contribute to the knowledge of education 4.0, open educational resources, open science and digital transformation practices are also presented. Digital horizons describe processes to: (a) reconstruct people's formative spaces; (b) envision education as part of a new inclusive training ecosystem; (c) integrate open digital technology as a vehicle for new ideas and linkages; and (d) co-construction of new formative processes. The contributions are intended to be of value to the academic, scientific and social community, interested in proposing new options for a quality, open, inclusive and supportive education.(Ramírez-Montoya, 2022)

4.4 Distribution of scientific production by area of knowledge

Figure 5 shows the distribution of the elaboration of scientific publications based on the area of knowledge through which the different research methodologies are implemented.

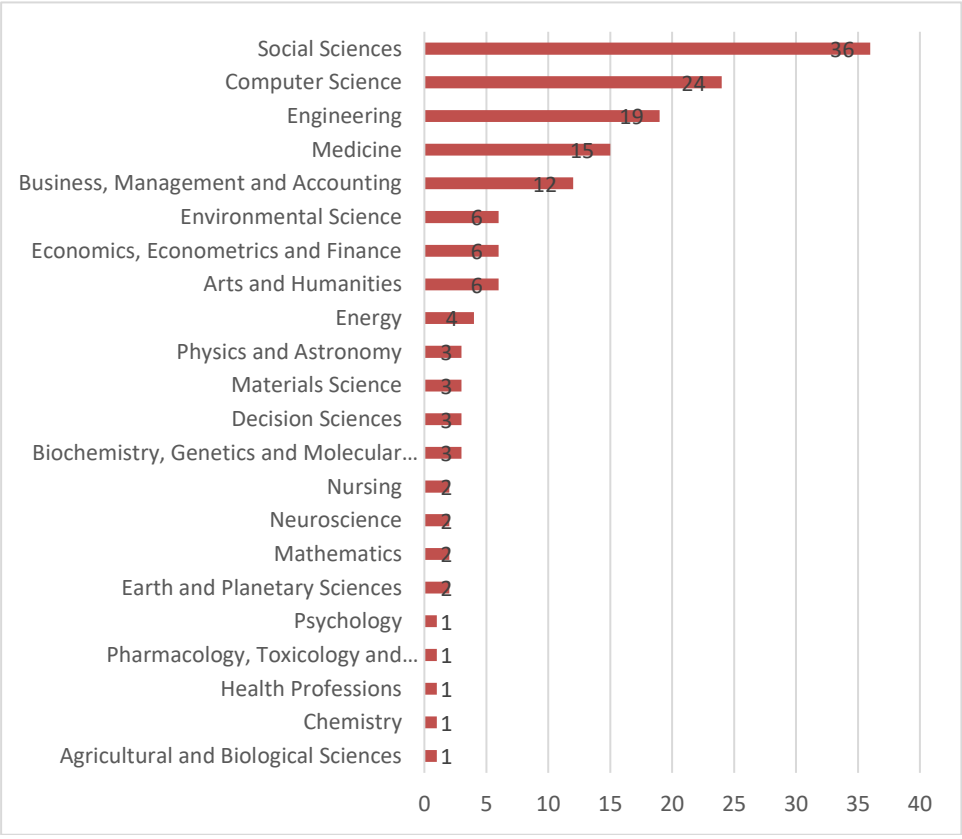


Figure 5. Distribution of scientific production by area of knowledge.

Source: Authors' own elaboration (2023); based on data provided by Scopus

Social Sciences was the area of knowledge with the highest number of publications registered in Scopus, with a total of 36 documents that have based its methodologies Education, Innovation and New Horizons. In second place, Computer Science with 24 articles and Engineering in third place with 19. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by Social Sciences entitled "Personalized Education and Artificial Intelligence in the United States, China and India: A Systematic Review Using a Human-In-The-Loop Model" The aim of this article is to organize the vast literature on the use of AI for the personalization of education and to shed light on the key issues through which a AI-driven approach makes structural modifications to the existing education system. To this end, the article employed a systematic review using a Human-In-The-Loop natural language processing model of the literature from the last two years (2019-2021) in IEEE Xplore in China, India, and the USA. This process yielded more than 2000 search results at the beginning and eventually these were shortlisted from 353 relevant articles for in-depth analysis. As pioneers in EdTech innovations, the insights from research conducted in these three countries provide valuable inputs to the development of global education systems and research. The findings highlight AI's success in addressing students' specific learning requirements, habits, and learning capabilities and guiding them along optimized learning paths across the three countries. Not only that, it is also clear from the literature that AI augments educational content, personalizes it for any individual according to their needs, and raises the flag of caution against anticipated learning difficulties. This recalibrates the role of instructors and optimizes the teaching-learning environment for a better learning experience.(Bhutoria, 2022)

4.5 Type of publication

In the following graph, you will see the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.

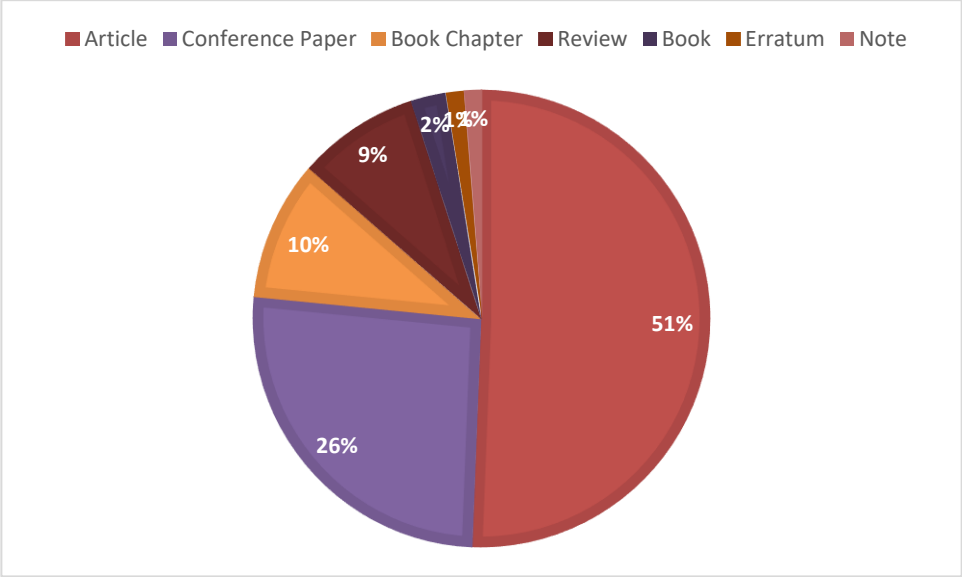


Figure 6. Type of publication.

Source: Authors' own elaboration (2023); based on data provided by Scopus.

The type of publication most frequently used by the researchers referenced in the body of this document was the one entitled Journal Articles with 51% of the total production identified for analysis, followed by Session Paper with 26%. Chapter of the Book are part of this classification, representing 10% of the research papers published during the period 2017-2022, in journals indexed in Scopus. In this last category, the one entitled "The new

frontier of the university: Virtual Open Chair for Health Professionals" stands out. The objective of this implementation was to design a new format of continuous professional development based on the open chair model so that it would be relevant in the context of the pandemic. Methods: The offer of continuous professional development was studied and problems that make it less relevant were identified: lack of value offer, limited to university professors, programs with little influence on geographical location and focus on the presentation of theoretical contents. Results: A proposal was designed that offered relevant content, close speakers, expanded scope and aligned reflective objectives. A total of 9,873 people participated in the cycle synchronously, in 73.5 hours of programming. A total of 216 speakers were received, of which 16% gave an international perspective to the discussion. Discussion: This crisis has revealed the need for training institutions to participate as active agents for the well-being of the community. As spaces like this grow and serve the community, we will be able to secure the legacy of the profession through thought-provoking training and promoting a culture of transformation.(Valdez-García, 2021)

## 5. Conclusions

Through the bibliometric analysis carried out in this research work, it was established that the United States was the country with the highest number of published records for the variables Education, Innovation and New Horizons with a total of 14 publications in the Scopus database. In the same way, it was possible to establish that the application of theories framed in the area of Social Sciences, were used more frequently in order to integrate new horizons in education through innovation, in which it shows us a panorama where it seeks to improve traditional learning methods, transforming them into a more dynamic and effective method. As we manage to introduce new technologies, we manage to change the pedagogical processes and open up the creative capacities of students, which would allow us to anchor infinite possibilities for teachers and students in training. The fusion of traditional wisdom with modern methodologies propels us into uncharted territories, where education becomes a transformative experience. The process of innovation in education has allowed people to exploit their unique skills and abilities, directly fostering curiosity in learning and managing to acquire in students a constant teaching process. The influence that exists in technological advances and innovation is based on ensuring that education gradually closes the gaps in education and geography, allowing students to acquire knowledge in a global way and thus allow a shared search for knowledge. However, making education systems adaptable to diverse learning styles and needs ensures that no one is left behind, promoting inclusion and equality.

Likewise, the integration of these emerging technologies, such as the one that has been all the rage in the last decade called artificial intelligence, virtual reality and online platforms, allow the education sector to enter new paths of education, based on the need for these tools to forcefully help the immersed and attractive experiences with today's digital natives. As we navigate these new horizons, it is critical to keep in mind ethical considerations and humanistic aspects of education. Balancing innovation with a compassionate, holistic approach ensures that education's core values, such as critical thinking, empathy, and cultural understanding, are not overshadowed by technological prowess. As we stand on the cusp of this education revolution, let us embark on this journey with optimism, curiosity, and a commitment to forging a brighter, brighter future for all.

## References

Bhutoria, A. (2022). Personalized Education and Artificial Intelligence in the United States, China, and India: A Systematic Review Using a Human-In-The-Loop Model. INDIA, UNITED KINGDOM.

Ramírez-Montoya, M. S.-F. (2022). Complex Digital Horizons in the Future of Education 4.0: Perspectives on UNESCO Recommendations. MEXICO, CANADA, NIGERIA.

Valdez-Garcia, J. E. (2021). The University's New Frontier: Virtual Open Chair for Health Professionals. Monterrey.

Vázquez-Parra, J. C.-S.-A. (2022). Social entrepreneurship and complex thinking: a bibliometric study. MEXICO.

Ballesteros-López, L., Peñaherrera-Zambrano, S., Armas-Arias, S., & López-Pérez, S. (2021). Web 2.0 Digital Marketing Tools in the Ecuadorian Tourism Sector Against of the COVID-19 Pandemic. Lecture Notes in Networks and SystemsVolume 411 LNNS, Pages 615 - 6262022 14th International Conference on Interactive Mobile Communication, Technologies and Learning, IMCL 2021Virtual, Online4 November 2021through 5 November 2021Code 276629.

Han, H., Xiong, J., & Zhao, K. (2022). Digital inclusion in social media marketing adoption: the role of product suitability in the agriculture sector. Information Systems and e-Business Management, 657 - 683.

Sombultawee, K., & Wattanatorn, W. (2022). Management of social selling and B2B customer-brand engagement: Is direct selling on social media good for your brand and relationships? Electronic Commerce Research and Applications.

Akel, G. (2020). Management and marketing events in a digital era: Opportunities and challenges. Impact of ICTs on event management and marketing (pp. 105-122) doi:10.4018/978-1-7998-4954-4.ch007 Retrieved from www.scopus.com

Akinboade, O. A., Taft, T., Weber, J. F., Manoko, O. B., & Molobi, V. S. (2022). Correlates of access to ICT and food security of the poor in south Africa's soshanguve. GeoJournal, 87(6), 5165-5178. doi:10.1007/S10708-021-10550-Y

Alalwan, A. A., Baabdullah, A. M., Dwivedi, Y. K., Rana, N. P., Lal, B., & Raman, R. (2021). Et-moone and marketing relationship governance: The effect of digital transformation and ICT during the COVID-19 pandemic. Industrial Marketing Management, 98, 241-254. doi:10.1016/j.indmarman.2021.09.001

Andion, J. L. Z. (2019). Engagement and new narratives in the design of the digital communication. [Engagement and New Narratives in Digital Communication Design] Studies on the Journalistic Message, 25(2), 1249-1261. doi:10.5209/esmp.64836

Aramendia, G. Z., Ruíz, E. C., & Nieto, C. H. (2021). Digitalization of the wine tourism experience: A literature review and practical applications. [The Digitization of the Wine Tourism Experience: A Review of the Literature and Practical Applications] Doxa Communication, (33), 257-283. doi:10.31921/doxacom.n33a930

Armas-Arias, S., González-Sánchez, A., Monge-Martínez, J., & Infante-Paredes, R. (2022). Web 2.0 education tools as support in digital marketing: Tungurahua case study doi:10.1007/978-3-030-96296-8_96 Retrieved from www.scopus.com

Arteaga Cisneros, J. P., Coronel Pérez, V. C., & Acosta Véliz, M. M. (2018). Marketing's influence in the PYME's development in ecuador. [Influence of digital marketing on the development of MSMEs in Ecuador] Spaces, 39(47) Retrieved from www.scopus.com

Bakar, M. S. A., Hassan, S., Ta'a, A., Yasin, A., Sheng, A. J., Suhaimi, S., & Yin, K. Y. (2020). Identify entrepreneurial opportunity by mining data from social media. International Journal of Advanced Science and Technology, 29(6 Special Issue), 1778-1782. Retrieved from www.scopus.com

Ballesteros-López, L., Peñaherrera-Zambrano, S., Armas-Arias, S., & López-Pérez, S. (2022). Web 2.0 digital marketing tools in the ecuadorian tourism sector against of the COVID-19 pandemic doi:10.1007/978-3-030-96296-8_55 Retrieved from www.scopus.com

Bismo, A., Putra, S., & Melysa. (2019). Application of digital marketing (social media and email marketing) and its impact on customer engagement in purchase intention: A case study at PT. Soltius Indonesia. Paper presented at the Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech 2019, 109-114. doi:10.1109/ICIMTech.2019.8843763 Retrieved from www.scopus.com

Bisoi, S., Roy, M., & Samal, A. (2020). Impact of artificial intelligence in the hospitality industry. International Journal of Advanced Science and Technology, 29(5), 4265-4276. Retrieved from www.scopus.com

Bochert, R., Cismaru, L., & Foris, D. (2017). Connecting the members of generation Y to destination brands: A case study of the CUBIS project. Sustainability (Switzerland), 9(7) doi:10.3390/su9071197

Bossey, A. (2020). Accessibility all areas? UK live music industry perceptions of current practice and information and communication technology improvements to accessibility for music festival attendees who are deaf or disabled. International Journal of Event and Festival Management, 11(1), 6-25. doi:10.1108/IJEFM-03-2019-0022

Calabretta, G., & Kleinsmann, M. (2017). Technology-driven evolution of design practices: Envisioning the role of design in the digital era. Journal of Marketing Management, 33(3-4), 292-304. doi:10.1080/0267257X.2017.1284436

Caputo, F., Fiano, F., Riso, T., Romano, M., & Maalaoui, A. (2022). Digital platforms and international performance of italian SMEs: An exploitation-based overview. International Marketing Review, 39(3), 568-585. doi:10.1108/IMR-02-2021-0102

Carvalho, S., & Carvalho, J. V. (2020). The implications of digital marketing and e-commerce in the tourism sector growth doi:10.1007/978-981-15-2024-2_15 Retrieved from www.scopus.com

Castro, J. P. (2018). Transmedia literacy and its repercussions on the academic use of the internet. Paper presented at the Iberian Conference on Information Systems and Technologies, CISTI, , 2018-June 1-5. doi:10.23919/CISTI.2018.8399363 Retrieved from www.scopus.com

Chandra, P., Ahmed, S. I., & Pal, J. (2017). Market practices and the bazaar: Technology consumption in ICT markets in the global south. Paper presented at the Conference on Human Factors in Computing Systems - Proceedings, , 2017-May 4741-4752. doi:10.1145/3025453.3025970 Retrieved from www.scopus.com

Chaudhary, S., & Suri, P. K. (2022). A multivariate analysis of agricultural electronic trading adoption. Journal of Scientific and Industrial Research, 81(9), 932-939. doi:10.56042/JSIR.V81I09.59538

Chaudhuri, S. (2018). Application of web-based geographical information system (GIS) in e-business. Digital marketing and consumer engagement: Concepts, methodologies, tools, and applications (pp. 649-665) doi:10.4018/978-1-5225-5187-4.ch033 Retrieved from www.scopus.com

Cheuk, S. C. -., Atang, A., Lo, M. -., & Ramayah, T. (2017). Community perceptions on the usage of digital marketing for homestays: The case of ba'kelalan, malaysia. International Journal of Business and Society, 18(S4), 775-782. Retrieved from www.scopus.com

Cowan, K., Ketron, S., & Kostyk, A. (2020). Using virtual reality to enhance brand experiences: An abstract doi:10.1007/978-3-030-42545-6_185 Retrieved from www.scopus.com

Cunha, M., Correia, R., & Carvalho, A. (2021). The potential of digital marketing in the promotion of low-density territories: The case study of mirandela municipality doi:10.1007/978-3-030-90241-4_53 Retrieved from www.scopus.com

da Silva-Pina, A. J., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2018). Tourism destination management organization website usability: A qualitative evaluation model. [A Usabilidade de um website de uma Organização de Gestão de um Destino Turístico (DMO): Um modelo de avaliação qualitativa] Revista Portuguesa de estudos regionais, (49), 23-40. Retrieved from www.scopus.com

Das, D. K. (2021). Revitalising south african city centres through ict. Urban Planning, 6(4), 228-241. doi:10.17645/up.v6i4.4381

Daud, A., Farida, N., Andriyansah, & Razak, M. (2018). Impact of customer trust toward loyalty: The mediating role of perceived usefulness and satisfaction. Journal of Business and Retail Management Research, 13(2), 235-242. doi:10.24052/JBRMR/V13IS02/ART-21

de la Calle, A., Freije, I., Ugarte, J. V., & Larrinaga, M. Á. (2020). Measuring the impact of digital capabilities on product-service innovation in spanish industries. International Journal of Business Environment, 11(3), 254-274. doi:10.1504/IJBE.2020.110904

Del Vacchio, E., Gargiulo, R., & Bifulco, F. (2020). Digital communication and museum experience. A multichannel approach. Micro and Macro Marketing, 29(3), 513-533. doi:10.1431/98620

Demydov, I., Baydoun, N. A., Beshley, M., Klymash, M., & Panchenko, O. (2020). Development of basic concept of ict platforms deployment strategy for social media marketing considering tectonic theory. EUREKA, Physics and Engineering, 2020(1), 18-33. doi:10.21303/2461-4262.2020.001101

Deora, M. S. (2019). A perception of ICT and social media for online purchasing trends. Paper presented at the Proceedings of the 2nd World Conference on Smart Trends in Systems, Security and Sustainability, WorldS4 2018, 16-21. doi:10.1109/WorldS4.2018.8611590 Retrieved from www.scopus.com

Dong, S., Yang, L., Shao, X., Zhong, Y., Li, Y., & Qiao, P. (2021). How can channel information strategy promote sales by combining ICT and blockchain? evidence from the agricultural sector. Journal of Cleaner Production, 299 doi:10.1016/j.jclepro.2021.126857

Drozdowska, M., & Duda-Seifert, M. (2018). The most popular cultural tourist attractions in poland and the czech republic and their digital communication with customers (B2c). Paper presented at the Proceedings of the International Conference on Tourism Research, 31-40. Retrieved from www.scopus.com

Dubovik, M. V., Novikova, E. S., & Sigarev, A. V. (2018). The role of information communications technology in the development of companies' business strategies: The russian experience. International Journal of Civil Engineering and Technology, 9(10), 1131-1139. Retrieved from www.scopus.com

Duffett, R., Petroșanu, D. -., Negricea, I. -., & Edu, T. (2019). Effect of YouTube marketing communication on converting brand liking into preference among millennials regarding brands in general and sustainable offers in particular. Evidence from South Africa and Romania. Sustainability (Switzerland), 11(3) doi:10.3390/su11030604

Dzbor, M., Tapak, J., Rabatin, P., & Hrusovsky, T. (2017). From school-company collaboration on educating students to a structured career development system. Paper presented at the ICETA 2017 - 15th IEEE International Conference on Emerging eLearning Technologies and Applications, Proceedings, doi:10.1109/ICETA.2017.8102481 Retrieved from www.scopus.com

Fauzi, T. H., Harits, B., Danial, R. D. M., & Komariah, K. (2020). Adaptive strategies of external environmental effects in digital entrepreneurship in the strategic management perspective. Academic Journal of Interdisciplinary Studies, 9(3), 38-45. doi:10.36941/ajis-2020-0040

Fernandes, J., Martins, J., Teixeira, M. S., Branco, F., Gonçalves, R., Au-Yong-Oliveira, M., & Moreira, F. (2018). Incorporating innovative ICT in child-oriented marketing - A retail sector case study. Paper presented at the Proceedings of the European Conference on Innovation and Entrepreneurship, ECIE, , 2018-September 1006-1014. Retrieved from www.scopus.com

Fernández-Ges, A. (2018). The rise of mixed-use urban developments and digital districts. Urban visions: From planning culture to landscape urbanism (pp. 217-226) doi:10.1007/978-3-319-59047-9_21 Retrieved from www.scopus.com

Garcia, S. C., Garcia, D. A., & Blanco, T. P. (2017). Practices, skills and trends in digital advertising. the perspective of Spanish advertisers. [Practices, Competencies and Trends in Digital Advertising Communication: A View from the Perspective of Spanish Advertisers] Latin Journal of Social Communication, 72, 1648-1669. doi:10.4185/RLCS-2017-1239

Gaur, S., Sahu, H., & Singh, K. (2020). ICT-enabled business promotion approach through search engine optimization doi:10.1007/978-981-32-9343-4_39 Retrieved from www.scopus.com

Gaur, S., Sharma, L., & Pandya, D. D. (2019). A perception of ICT for social media marketing in india doi:10.1007/978-981-13-7150-9_52 Retrieved from www.scopus.com

Giotopoulos, I., Kontolaimou, A., & Tsakanikas, A. (2022). Digital responses of SMEs to the COVID-19 crisis. International Journal of Entrepreneurial Behaviour and Research, 28(7), 1751-1772. doi:10.1108/IJEBR-11-2021-0924

Gössling, S. (2021). Tourism, technology and ICT: A critical review of affordances and concessions. Journal of Sustainable Tourism, 29(5), 733-750. doi:10.1080/09669582.2021.1873353