

The Impact of Digital Transformation Technology in Enhancing **Organizational Creativity**

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Abstract:

The research examines the role of digital technologies in organizational creativity in a telecommunications and information technology company, emphasizing innovation and strategic decision-making fostered by these digital tools such as Internet of Things (IoT), big data analytics, artificial intelligence, cloud computing, and cyber systems. The study followed a quantitative research approach, whereby a Likert-scale questionnaire was administered among 100 senior and middle managers. The collected data were analyzed using SPSS software to measure relationships between digital transformation and creativity dimensions.

The analysis found that digital transformation shows a positive and significant impact on organizational creativity. It was found that cloud computing has the highest effect on accelerating innovation through enhanced access to data and process optimization. Cyber systems also provided increased security and operational efficiency, while big data analytics and AI were enablers for better decision-making and creative problem-solving. Some barriers for complete implementation included insufficient strategic planning, as well as resistance to change.

The research concludes that an organization needs to have a flexible and adaptive digital strategy to maximize creativity and keep its competitive edge. Future studies should focus on exploring long-term implications of the digital transformation on organizational culture and innovation sustainability.

Keywords: Digital Transformation Technology, Organizational Creativity, Communications, and Information Technology Company.

1. Introduction:

Digital transformation has become a phenomenon of the 21st century, as the transformation from all traditional industrial contexts has become the master of the current position of organizations (Loonam et al., 2018). In recent years, digital transformation has emerged as an important phenomenon in strategic information systems research (Vial, 2021). It is often a word that refers to a change in the scope and direction of an organization's work (Mergel et al., 2019). Digital transformation approaches are changing the expectations of individuals and organizations about the need for senior management to move away from traditional services and towards high-value, real-time digital services (Kraus et al., 2021). It is the process of using digital technologies to create or modify new business processes, culture, and customer experiences to meet changing business and market demands (Guenzi & Habel, 2020). It is also referred to as an evolutionary process that leverages digital capabilities and technology to enable business models, operational processes, and consumer experiences that generate value (Rodríguez-Abitia & Bribiesca-Correa, 2021). The literature suggests that digital transformation can improve decision-making and create a competitive advantage for organizations (Gong & Ribiere, 2021). Digital transformation impacts many aspects of organizations, such as acquiring digital resources, designing digital growth strategies, and changing the internal organizational structure (Kraus et al., 2021). It impacts all sectors of society, especially economies (Berman, 2012). Digital transformation is currently one of the most important trends that penetrate many industrial and societal fields (Gray & Rumpe, 2017). (Venn) has developed a diagram that explains the dimensions of digital transformation and has made the diagram a roadmap for researchers. He has developed five dimensions to measure the implementation of digital transformation. The dimensions are benefit dimension, added value dimension, partner dimension, financial dimension, and application dimension on the model (Schallmo & Williams, 2018). (Verhoef et al., 2021) indicate that the dimensions of digital transformation are digital resources, organizational structure, and growth strategies. Moreover, (Costa et al., 2022) developed a model that explains that the dimensions of digital transformation are represented by strategies (Internet of Things, big data and analytics, artificial intelligence, cloud computing, and cyber systems). The term "Internet of Things" (IoT) was coined by Kevin Ashton in a presentation to Procter & Gamble in 1999 (Radouan Ait Mouha, 2021). IoT is a compelling phase by connecting various sensors around us to the Internet (Malik et al., 2021). IoT refers to a system of devices that are interconnected with each other (Lombardi et al., 2021). In a separate context, the term big data was used in the early 1990s and has gained significant popularity with significantly increasing importance in the following years (Bansal et al., 2022). "Big data" refers to data sets that are large and complex in data categories (KURNAZ & SUNAR, 2022). Big data is an important asset in the competitive market of the digital economy (Al-Sai et al., 2022). In a related context, artificial intelligence has developed significantly in recent years due to the improvement in computer processing power, the accumulation of big data, and the ability to think (Lu et al., 2018). Artificial intelligence is a technology capable of absorbing knowledge at a human level (Taddy, 2018); (Gambus & Shafer, 2018). The concept of cloud computing dates back to the 1960s (Islam et al., 2023). Cloud computing is a revolutionary innovation, as it has the required elements such as demand, low cost, and low infrastructure that threaten the current location-based information technology market (Shetty & Panda, 2021). Cloud computing makes data processing more efficient on multiple computing and storage systems where access is implemented over the Internet (Golightly et al., 2022). Cyber-physical systems are a complex field that involves the integration of IT systems, operating technology, and interfaces with human parameters (Progoulakis et al., 2021). Developments have also led to the emergence of new cyber systems in which systematically generated data pipelines are used to perform specialized tasks (Oliveira et al., 2021). In the modern era, big data and advanced communication systems are exposed to many cyber-attacks, and cybersecurity is a complex challenge for the safe use and development of new technologies (Ribas Monteiro et al., 2023).

In a related context, (Wang et al., 2021) indicate that technological development has led to the emergence of new security challenges. In turn, (Pasandideh et al., 2022) indicated that cyber systems integrate computing, communications, sensing, and actuation with physical systems to fulfill time-sensitive functions with varying degrees of interaction with the environment. In a separate context, organizational creativity was addressed at the organizational level by referring in general to the production of new ideas, values, processes, value, goods, operations, or services in the organization (Ağalday & Dağlı, 2021). Organizational creativity refers to an extension of the concept of creativity within an organizational framework (Umukoro et al., 2021). The process of organizational creativity depends on the complexity of the human interaction process, so individuals in the organization need to think rationally and irrationally (Kršlak & Lievo, 2021). (Alsabah & Alshura, 2022) defined organizational creativity as the ability to master aspects and the ability to adapt and adapt, and as a result, organizations must achieve a balance between exploration and exploitation. (Jassem & Taher, 2024) also referred to organizational creativity as an individual or joint mental ability that results in a new thought or work characterized by the highest degree of ability, flexibility, originality, and sensitivity to the problems facing business organizations. The study (Chang & Chiang, 2007) indicated the dimensions of organizational creativity as team culture, team climate, leadership, work motivations, organizational structure, evaluation and reward, decision model, design environment, and design process. (Al Hindawy, 2022) indicated that the dimensions of organizational creativity are represented by organizational culture, organizational structure, organizational policies, management support, and work mechanism. Likewise, (Canli & Özdemir, 2022) pointed out that the dimensions of organizational creativity are represented by (individual creativity, administrative creativity, and social creativity). Furthermore, the study (Mauchet, 2011) indicated that the dimensions of organizational creativity are represented by creative service, creative marketing, creative behavior, creative processes, and creative strategy. The level of service creativity is linked to the process of creating and applying new knowledge, and the use of external knowledge can influence employees' behavioral intentions (Behnam et al., 2022). Service creativity reflects a type of product innovation that involves providing a service that is new or significantly improved in terms of its features or intended uses (Can et al., 2024). Technological developments have forced organizations and entrepreneurs to adopt modern methods and new and innovative ways of working, such as creative marketing (Rahmidani et al., 2023). Creative marketing is defined as a cognitive marketing activity or a thinking process to generate new and useful ideas and narrow the gap between the customer and the organization (Putera et al., 2023). One important pathway through which employees can contribute to organizational creativity is through their creative behaviors (Ramos et al., 2022). Creative behavior is unique innate behavior, and therefore, creative behavior has become of utmost importance to organizations (Mataria et al., 2024). Creative behavior refers to the degree of selfefficacy demonstrated by members engaged in creative activities (Liang et al., 2023). In a related context, (Hemonnet-Goujot et al., 2022) indicate that creative processes result from the process of combining heterogeneous capabilities in the organization, which is characterized by a high degree of specificity. Creative processes are often defined by the outcome that is reached, which is a novel and useful outcome (Montag- Smit & Keith, 2023). Creative processes consist of several conceptually distinct elements, including problem construction, information search and encoding, and idea generation (Tolkamp et al., 2022). The current research problem clearly shows the difficulties and challenges that stand in the way of the full adoption of digital transformation technology, from providing an incubating environment for it and qualified cadres to deal with the requirements of the shift towards digitalization and the many risks that accompany it, most notably cyber risks.

2. Literature Review and Hypothesis Development:

The study of (Mauchet, 2011) addressed understanding the relationship between organizational learning and organizational creativity. The study reached an important conclusion, which is the existence of moderate and significant relationships between the subsystems of organizational learning and the dimensions of organizational creativity. The study of (Garzoni et al., 2020) also analyzed how digital technologies bring about changes in the business process of manufacturing small and medium-sized enterprises in the Puglia region (Southern Italy), and the results presented a four-level approach to engage SMEs in adopting digital technologies, namely digital awareness, digital research, digital collaboration, and digital transformation. The study of (Press & Jabr, 2020) addressed the impact of digital transformation technology in improving the strategic performance of the banks studied, and it became clear that digital transformation technology worked effectively to improve productivity and encourage employees and managers to perform new tasks that raise and develop performance efficiency. The study of (Porfírio et al., 2021) analyzed how corporate characteristics, linked to management characteristics, promote digital transformation in Portuguese companies linked to management characteristics, and the results indicated that digital transformation contributes to developing knowledge about the best possible combination of corporate and management characteristics to promote digital transformation. The study of (Al-Hadidi et al., 2022) addressed the impact of digital transformation technology with its dimension's leadership support, infrastructure, digital security, and resource mobilization as an independent variable in improving digital maturity with its dimensions (digital strategy, digital market, digital operations, and digital culture) as a dependent variable. The results indicated that there is a significant impact of digital transformation technology on digital maturity through its dimensions, especially the support of the company's senior leadership in the first place. A study of (Hariyanti & Kristanti, 2024) is titled "Digital transformation in MSMEs: An overview of challenges and opportunities in the use of digital technologies". In this study, Harianti and Christiani have examined the impact of digital transformation on micro, small, and medium enterprises (MSMEs) in Indonesia. Challenges faced by these industries, such as digital literacy, access to technology, and data security, were discussed, while also highlighting opportunities to improve competitiveness, market expansion, and efficiency through the adoption of digital technologies. The study has highlighted the importance of a comprehensive digital transformation strategy and plan. With adequate stakeholder support, the researchers concluded that MSMEs can thrive and thrive in the digital age (Patwary et al., 2024). A study of "Knowledge Management Practices on Innovation Performance in the Hotel Industry: Mediated by Organizational Learning and Organizational Creativity.", This study of (Patwary et al., 2024) explored the impact of Knowledge Management (KM) practices on innovation performance in the hotel industry, focusing on the mediating roles of organizational creativity and learning. Using a quantitative approach, the researchers surveyed 291 hotel employees in Malaysia and analyzed the data with structural equation modelling. The results revealed that KM practices positively affect innovation performance. Additionally, the study found that organizational learning and creativity significantly mediate the relationship between KM and innovation performance, suggesting that hotels practicing these factors are more likely to see enhanced innovation outcomes. While the study of (Salih et al., 2024) examined the impact of digital transformation on the relationship between entrepreneurial intentions and organizational performance in private banks in Baghdad, Iraq 5,000 individuals were considered, of which 406 questionnaires were distributed, 197 were suitable for analysis (49%). A research project found that business aspects such as implementation prioritization, risk-taking, and flexibility had a positive effect on organizational performance, while innovation had little effect Digital transformation mediated the relationship between entrepreneurial intentions and performance den, suggesting that banks must innovate, increase productivity and embrace digital transformation to improve organizational outcomes.

(Adhiatma et al., 2024) examined the success of digital transformation based on resource-based and knowledge-based approaches during the Fourth Industrial Revolution. Focusing on SMEs in the Indonesian creative industries, the study examined how they adapted strategies, resources, and knowledge to achieve digital transformation through organizational agility. Data from 269 SMEs were analyzed using SEM software. The findings indicated that organizational agility mediates the impact of knowledge absorption, social media engagement, and digital resources on digital transformation success. SMEs can use social media and technology to achieve digital transformation and competitive advantage. The current study adopts a relatively new perspective by linking digital transformation to organizational creativity in the telecommunications sector, while some previous studies are based on different sectors or other dimensions. However, the studies share the idea of digital transformation as a catalyst for improving performance and creativity, making the current study an extension of these concepts in a new context. Based on the background mentioned, we put forward the following hypothesis:

H.1 There is a significant effect of digital transformation technology in its dimensions on organizational creativity, and the following sub-hypotheses emerge from it:

H1.1 There is a significant effect of the Internet of Things on organizational creativity.

H1.2 There is a significant effect of big data and analytics on organizational creativity.

H1.3 There is a significant effect of artificial intelligence on organizational creativity.

H1.4 There is a significant effect of cloud computing on organizational creativity.

H1.5 There is a significant effect of cyber systems on organizational creativity.

3. Methodology:

3.1. Sample:

In order to test the study hypotheses and achieve its objectives, the researchers selected the study sample from the study community in the communications and information technology company under study Which is one of the formations of the Ministry of Communications, using the Morgan table method for small samples. The sample included senior and middle management in the researched company, which were represented by the following positions (General Manager, Assistant General Manager, Department Manager, Assistant Department Manager, Division Manager, and Unit Manager), considering that these positions are the closest to the research topic. 100 questionnaires were distributed to the research sample. On the other hand, the number of questionnaires retrieved from the sample and answered was 90 forms.

3.2. Data Analysis Techniques:

In this study, a range of statistical techniques have been hired, which incorporate suggest, general deviation, coefficient of variant, Cronbach's alpha, statistics distribution test, Pearson correlation coefficient, and easy linear regression. These strategies have been used to ensure the very pleasant ranges of accuracy and representativeness of the findings and to find out the relationships between variables in the research context. The researchers extensively utilized SPSS for the evaluation of the questionnaire information.

3.3. The Model of Study

This study used a slightly modified version of the original questionnaire developed by (Costa et al., 2022) for digital transformation technology, and (Mauchet, 2011) for organizational creativity. 55 items were included in the questionnaire, of which (30) refer to digital transformation technology, and 25 refer to organizational creativity. A five-point Likert scale was used, where the respondent was asked to indicate the extent of his/her agreement/disagreement with the items. The descriptive analytical approach was used in the research, which is a method for describing the topic to be researched using a correct scientific methodology and depicting the results reached. Figure 1 shows the nature of the relationship between the research variables.



Figure 1: The Model of Study

Source: Prepared by the researchers

4. Results:

4.1. The descriptive analysis:

Table 2: Shows the descriptive analysis of the research variables and dimensions.

No.	Variables and dimensions	Average	Standard deviation	The coefficient of variation
1	Internet of Things	2.981	0.622	20.86%
2	Big Data & Analytics	3.031	0.576	18.99%
3	Artificial Intelligence	2.886	0.575	19.91%
4	Cloud Computing	3.092	0.599	19.37%
5	Cyber Systems	2.914	0.698	23.96%
	Digital Transformation Technology	2.981	0.246	8.26%
1	Creative Service	2.780	0.550	19.77%
2	Creative Marketing	2.836	0.670	23.63%
3	Creative Behavior	2.829	0.487	17.21%
4	Creative Processes	2.838	0.494	17.42%
5	Creative Strategy	2.740	0.483	17.62%
	Organizational Creativity	2.804	0.210	7.50%

Source: Prepared by the researchers based on the SPSS program The following is clear:

 \checkmark Internet of Things: This dimension has an average of 2.981 with a low standard deviation of 0.622 and a coefficient of variation of 20.86%. This dimension is ranked fourth.

✓ Big Data and Analytics: This dimension has an average of 3.031 with a low standard deviation of 0.576 and a coefficient of variation of 18.99%. This dimension is ranked first.

 \checkmark Artificial Intelligence: This dimension has an average of 2.886 with a low standard deviation of 0.575 and a coefficient of variation of 19.91%. This dimension is ranked third.

✓ Cloud Computing: This dimension has an average of 3.092 with a low standard deviation of 0.599 and a coefficient of variation of 19.37%. This dimension is ranked second.

 \checkmark Cyber Systems: The average of this dimension is 2.914 with a low standard deviation of 0.698 and a coefficient of variation of 23.96%. This dimension is ranked fifth.

Digital Transformation Technology: The average of this variable is 2.981. The standard deviation is low at 0.246, indicating the homogeneity of the study results on this variable. The coefficient of variation is 8.26%, which reflects the low variance in opinions on this variable. This variable is ranked second, indicating its high importance in the study.

 \checkmark Creative Service: The average of this dimension is 2.780, with a low standard deviation of 0.550, and a coefficient of variation of 19.77%. This dimension is ranked fourth.

 \checkmark Creative Marketing: This dimension has an average of 2.836, with a low standard deviation of 0.670, and a coefficient of variation of 23.63%. This dimension is ranked fifth.

 \checkmark Creative Behavior: The average of this dimension is 2.829, with a low standard deviation of 0.487, and a coefficient of variation of 17.21%. This dimension is ranked first.

 \checkmark Creative Processes: This dimension has an average of 2.838, with a low standard deviation of 0.494, and a coefficient of variation of 17.42%. This dimension is ranked second.

 \checkmark Creative Strategy: The average of this dimension is 2.740, with a small standard deviation of 0.483, and a coefficient of variation of 17.62%. This dimension is ranked third.

Organizational Creativity: It appears that the average of this variable is 2.804. The standard deviation is low at 0.210, indicating the homogeneity of the results on this variable as well. The coefficient of variation is 7.50%, which indicates a low variance in opinions on this variable as well. This variable is ranked first, indicating its importance is less than the digital transformation technology variable.

Variables	Organizational Innovation								
v arrables	α	β	t(β)	Sig.t(β)	R^2	F	Sig.(F)		
Digital									
Transformation	1.007	0.603	9.332	0.000	0.497	87.078	.000		
Technology									
Internet of Things	2.067	0.248	9.332	0.000	0.535	87.078	.000		
Big Data and	2.088	0.236	7.949	0.000	0.418	63.188	.000		
Analytics									
Artificial Intelligence	2.132	0.233	7.949	0.000	0.405	59.789	.000		
Cloud Computing	2.062	0.240	8.776	0.000	0.467	77.016	.000		
Cyber Systems	2.121	0.234	11.618	0.000	0.605	134.989	.000		

4.2. Hypothesis testing:

 Table 3: The impact of the digital transformation technology variable on organizational creativity

Source: SPSS V.28 outputs

The hypothesis states the following: There is a significant effect of digital transformation technology on organizational creativity. By analyzing Table 3, we can see the effect of the variable digital transformation technology on organizational creativity. The value of (α) for the variable "digital transformation technology" is 1.007, which is the value that expresses the level of the variable "organizational creativity" when the variable "digital transformation technology" equals zero. The value of (β) is 0.603 and indicates the expected change in the variable "organizational creativity" when the variable "digital transformation technology" equals zero.

The value of (Sig.t(β)) is 0.000, which is less than the significance level (0.05), which means that the effect is statistically significant. While the value of (\mathbb{R}^2) is 0.497, which is the percentage of variance in the variable "organizational creativity" that can be explained by the variable "digital transformation technology".

The value of (F) is 87.078, with a probability of error of 0.000, which is less than the significance level (0.05), which confirms that the effect is statistically significant. Therefore, the researchers accept the second main hypothesis.

The following hypotheses are tested:

Testing the first sub-hypothesis: There is a significant effect of the Internet of Things on organizational creativity.

By analyzing Table 3, we can see the effect of the variable "Internet of Things" on organizational innovation. We have the value of (α) for the variable "Internet of Things" which is 2.067, which is the value that expresses the level of the variable "organizational innovation" when the variable "Internet of Things" is equal to zero. As for the value of (β), it is 0.248, and it indicates the expected change in the variable "organizational innovation" when the variable "Internet of Things" changes by one. The value of (Sig.t(β)) is 0.000, which is less than the significance level (0.05), which means that the effect is statistically significant. The value of (\mathbb{R}^2) is 0.535, which is the proportion of variance in the variable "organizational innovation" that can be explained by the variable "Internet of Things". The value of (F) is 87.078, with a probability of error of 0.000, which is less than the significance level (0.05), which means that the significance level (0.05), which so the significance level (0.05).

Testing the second sub-hypothesis: There is a significant effect of big data and analytics on organizational creativity.

Via analyzing Table 3, we can conclude the influence of the variable "big data and analytics" on organizational innovation. We have the value of (α) for the variable "big data and analytics", which is 2.088, which is the value that expresses the level of the variable "organizational innovation" when the variable "big data and analytics" is equal to zero. The value of (β) is 0.236 and indicates the expected change in the variable "organizational innovation" when the variable "big data and analytics" is 0.236 and indicates the expected change in the variable "organizational innovation" when the variable "big data and analytics" is 0.236 and indicates the expected change in the variable "organizational innovation" when the variable "big data and analytics" changes by one. The value of (Sig.t(β)) is 0.000, which is less than the significance level (0.05), which means that the effect is statistically significant. The value of (R^2) is 0.418, which is the proportion of variance in the variable "organizational innovation" that can be explained by the variable "big data and analytics". The value of (F) is 63.188, with a probability of error of 0.000, which is less than the significance level (0.05), which confirms that the impact is statistically significant. Based on these results, we can accept the Second sub-hypothesis.

Testing the third sub-hypothesis: There is a significant effect of artificial intelligence on organizational creativity.

By analyzing Table 3, we can see the effect of the variable "artificial intelligence" on organizational innovation. We have the value of (α) for the variable "artificial intelligence", which is 2.132, which is the value that expresses the level of the variable "organizational innovation" when the variable "artificial intelligence" is equal to zero. The value of (β) is 0.233, which indicates the expected change in the variable "organizational innovation" when the variable "artificial intelligence" is equal to zero. The value of (β) is 0.233, which indicates the expected change in the variable "organizational innovation" when the variable "artificial intelligence" changes by one. The value of (Sig.t(β)) is 0.000, which is less than the significance level (0.05), which means that the effect is statistically significant. The value of (\mathbb{R}^2) is 0.405, which is the proportion of the variance in the variable "organizational innovation" that can be explained by the variable "artificial intelligence". The value of (F) is 59.789, with a probability of error of 0.000, which is less than the significance level (0.05), which confirms that the effect is statistically significant. Based on these findings, the researchers can accept the Third sub-hypothesis.

Testing the fourth sub-hypothesis: There is a significant effect of cloud computing on organizational creativity. By analyzing Table 3, we can observe the effect of the variable "cloud computing" on organizational innovation. We have the value of (α) for the variable "cloud computing", which is 2.062, which is the value that expresses the level of the variable "organizational innovation" when the variable "cloud computing" is equal to zero. As for the value of (β), it is 0.240, and it indicates the expected change in the variable "organizational innovation" when the variable "cloud computing" changes by one. The value of (Sig.t(β)) is 0.000, which is less than the significance level (0.05), which means that the effect is statistically significant. The value of (R^2) is 0.467, which is the percentage of variance in the variable "organizational innovation" that can be explained by the variable "cloud computing". The value of (F) is 77.016, with a probability of error of 0.000, which is less than the significance level (0.05), which confirms that the effect is statistically significant. Based on these outcomes, we can accept the Fourth sub-hypothesis.

Testing the fifth sub-hypothesis: There is a significant effect of cyber systems on organizational creativity.

Via analyzing Table 3, we can note the effect of the variable "cyber systems" on organizational creativity. We have the value of (α) for the variable "cyber systems", which is 2.121, which is the value that expresses the level of the variable "organizational creativity" when the variable "cyber systems" equals zero. As for the value of (β), it is 0.234 and indicates the expected change in the variable "organizational creativity" when the variable "cyber systems" changes by one. The value of (Sig.t(β)) is 0.000, which is less than the significance level (0.05), which means that the effect is statistically significant. The value of (\mathbb{R}^2) is 0.605, which is the proportion of variance in the variable "organizational creativity" that can be explained by the variable "cyber systems". The value of (F) is 134.989, with a probability of error of 0.000, which is less than the significance level (0.05), which confirms that the effect is statistically significant. Based on these results, the researchers can accept the Fifth sub-hypothesis.

5. The Discussion of Results:

The research findings highlight the important role of digital transformation technologies in improving organizational creativity. The adoption of cloud computing has dramatically improved business efficiency by providing computing resources faster and easier. However, the challenges of producing products and responding to beneficiary needs in a timely manner highlight the gaps in strategic planning. The research also shows that electronic systems have enabled the organization to better meet customer needs and increase satisfaction. However, marketing programs are lacking in combining creative ideas with actual increases in market share. Furthermore, managers who adjust slowly to rapid market changes prevent the organization from adapting. While there are resources available for alternative strategies, delays in implementing these strategies can limit an organization's ability to respond to transformative change.

6. Conclusion:

The study concludes that digital transformation technologies contribute significantly to improving performance and increasing creativity in an organization. However, the challenges of strategic planning, especially in terms of process changes and rapid response to market needs, remain critical issues. Furthermore, the lack of observable impact of creative marketing on market share growth suggests that customer engagement strategies need to be improved. Organizations should adopt a flexible approach to keep pace with market trends, invest in ongoing training and embrace innovation. By effectively managing changes in the market, an organization can maintain its competitive edge and ensure its long-term success in a dynamic environment.

Authors Declaration:

Conflicts of Interest: None

-We Hereby Confirm That All The Figures and Tables In The Manuscript Are Mine and Ours. Besides, The Figures and Images, which are Not Mine, Have Been Permitted Republication and Attached to The Manuscript.

- Ethical Clearance: The Research Was Approved by The Local Ethical Committee in The University.

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