

Features of the development of search optimization in the strategy of electronic marketing

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Abstract. The main purpose of the study is to determine the features of the development of search engine optimization in the strategy of e-marketing companies. The features of the e-marketing strategy and its relevance in business are considered. The existing theories of SEO organization were identified - this made it possible to highlight the specifics of the organization of search engine optimization in the e-marketing strategy. The need to study the features of the organization of SEO in the electronic marketing of companies is highlighted, taking into account development trends. The key goals, methods and tools of SEO are classified. The optimal composition of the team for SEO-optimization of the company's website has been formed, taking into account the development trends of the company and the global market. A structural and logical analysis of the existing SEO tools, which is applicable in the e-marketing strategy of modern companies, was carried out, which ensured the identification of the main trends in the development of marketing and its main elements to achieve strategic goals and ensure efficiency. The main trends in the development of SEO in the email marketing strategy of companies are highlighted with details and characteristics of the main features. Theoretical approaches are formed and the results of the study of the features of the development of SEO in the e-marketing strategy are tools for the practical application of these recommendations in the formation of a company's marketing strategy for promoting a website, positioning the company's brand to ensure increased efficiency.

1 Introduction

The development and effective functioning of companies, taking into account modern changes, is impossible without constant modernization and the introduction of innovative technologies and tools for promotion, positioning and communications. The implementation of information technologies and computer communications in all spheres of human life necessitates the transition of business to electronic channels of development and interaction. The influence and intensity of the processes of penetration of information and communication technologies form a new economic space, radically changing the nature of the functioning

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and management of companies and the economy as a whole due to the removal of barriers associated with distance through the Internet. The presented conditions significantly increase the dependence on innovation and information technology in the marketing activities of companies, which allows the latter to adapt to modern market conditions, increase their competitiveness and operational efficiency. Information technology in the modern world is a tool for doing business that satisfies information needs and creates an effective system of relationships between companies and consumers, as well as all elements of the external business environment.

The high level of competition in the world market and global informatization trends cause the management of companies to pay more attention to the process of forming a development strategy, taking into account the tools used for Internet promotion. However, for sustainable and stable development of the company, it is necessary to organize the process of promoting goods and services using modern Internet tools, which is quite long and practically continuous - the higher the goal, the more costs it requires. The functioning of a business is impossible without information technology, modern marketing tools that are aimed at optimizing business processes of companies, increasing the efficiency of company management and developing electronic channels of interaction. The management of companies in modern realities shows the greatest interest in automating business processes of companies, reducing time and financial costs, which leads to an increase in profitability and an increase in a loyal audience of consumers. This concretizes the need for this study and a more detailed study of marketing communications, which are the main source of information about the company, its strategy, goals and main products and services. In most cases, many companies and holdings transform their business into electronic directions by creating separate websites, platforms and portals for the provision of services through electronic communication channels. The creation of representations allows you to reduce costs, expand the territorial presence in the market, as well as constantly expand the market share and the number of potential customers with the help of modern e-marketing tools. That is why it is necessary to pay more attention to the websites of companies, which are one of the main tools for promotion and communication with customers.

In conditions of uncertainty in many countries, special attention is paid to innovative tools for business development and its promotion on the Internet. This is because the higher the position of a company's website in search, advertising and marketing results, the more likely it is that a visitor will click through to it from search engines. The expansion of communications and the scale of promotion of company websites at the global level is gaining more and more relevance and conceptual need for application in practice. Features of the functioning of modern companies around the world are due to the need to implement SEO-optimization of websites as one of the main tools of electronic marketing. This aspect confirms the relevance of this direction, which is characterized by the lack of a unified vision in scientific works regarding the definition of the stages, methods and principles of organizing the SEO optimization process and its effective tools, which makes it necessary to improve these tools. Purposeful work on the popularization of company websites with the help of SEO, promotion and increase in conversion is a key task of modern electronic marketing of companies.

To determine the features of the development of search engine optimization in the e-marketing strategy, it is necessary to study in more detail the existing approaches and highlight the main theoretical aspects in the development in the scientific literature and practice in organizing an effective business.

1.1 Formation of an e-marketing strategy, main benefits and tools

Modernity is marked by serious changes in management systems, business processes in all countries of the world - old and familiar concepts are being erased, new principles and approaches are emerging. Some aspects of doing business remain the same, despite the changes taking place in the world. Consumers continue to trust well-known brands, and companies strive to develop the most effective marketing strategies. In these strategies, companies have to take into account the changes that have led to the formation of a new digital economy, which is based on the use of innovative technologies to organize interaction and communication with customers. Changes in the world economy, which are characterized by the fact that, as a result, business goes beyond national borders, performing various operations on a global scale, such as the location of production facilities, recruitment, and the formation of strategic initiatives. The global division of labor has become a reality, and companies of all levels have a global network of partners and suppliers. The structure of networks and network systems is developing, which provide new levels of communication between companies, manufacturers, consumers and suppliers, and an economic space without borders is being formed based on the use of electronic channels. Communication systems, formerly linear, designed to convey more or less the same content to many recipients in a given geographical area, have become not only more numerous, branched and more targeted, but also interactive. It is important to pay attention to the fact that the role of information and telecommunication technologies is radically changing, which are turning from process automation tools into an environment for the development of business and the economy as a whole. Not only commercial processes rely on information technology, but the products themselves are converted into electronic form through the use of innovative tools.

Electronic marketing is a combination of various tactics for popularization, promotion of goods and services of companies, as well as building a mechanism for interacting with customers through electronic channels. The company's presence in electronic channels and active promotion through their use is the key to attracting a new audience and increasing its loyalty. In addition, electronic marketing, unlike traditional marketing, makes it possible to collect and analyze data on the results of promotion in order to adjust the marketing strategy, increasing its effectiveness and adapting it to modern realities.

The historical aspects of the formation of electronic marketing began with the advent of the Internet, which enabled users to find the information they needed, but did not allow it to be shared. The main possibilities of the World Wide Web for promoting companies through advertising were mentioned in 1994, after the advent of interactive banners [1]. A massive change in the email marketing space was seen in 1994, when many companies adopted a tactic to optimize their sites to improve their search engine rankings. Further, the Internet experienced the birth of several more search engines, among which Google has become the most popular today. The year 2006 saw the first spike in email marketing traffic when it grew from search engines to about 6.4 billion searches in one month [2].

Consequently, the next stage of development has come, which is characterized by the fact that people have become more active participants in the interaction on the Internet. As a result, the volume of information flows, including electronic channels used by marketers, has increased significantly. At this stage, the first social networks appeared, at which point many companies realized that these sites open up new opportunities for promoting products and brands. This marked the beginning of another era in promotion. An important element in this direction was the use of cookies, many advertisers began to look for ways to capitalize on the young technology. One such method was tracking user habits in order to tailor promotions and marketing materials to their tastes. The use of cookies has changed over the years and today they are coded to help marketers collect user data in a variety of ways.

Electronic marketing in real conditions is at the peak of popularity and demand. From artificial intelligence in marketing to the use of social media for customer service, data

analytics and multilingual SEO, the 2020s are characterized by major online innovations. The sheer variety and speed of information technology can seem confusing. In recent years, the level of competition in world markets has increased significantly, where many companies use the e-marketing strategy to achieve performance. Having considered the historical aspects of the development and formation of electronic marketing, it is necessary to dwell on the main tools that are used in the strategy of electronic marketing in business.

Electronic marketing is based on the use of a variety of tools, which are characterized by electronic channels through which companies and organizations can interact and build communications with their consumers and customers. The main electronic channels that are used in the company's e-marketing strategy to build communications and interaction with the target audience: 1) social networks; 2) websites; 3) mobile applications; 4) digital television; 5) interactive screens; 6) electronic gadgets; 7) POS-terminals; 8) PlayStation, Xbox and other game consoles [3]. From the presented, it becomes clear that the organization of communication and interactions will not solve the problem of organizing an effective e-marketing strategy, which requires the mandatory use of tools to promote and popularize the company through selected electronic channels using search engine optimization.

Search engine optimization is in many ways technically a marketing tool, which is the art and science of how to make a company's website pages attractive, sought after, and more relevant to search engines. The effective organization of the e-marketing strategy for many companies ensures the achievement of planned goals and indicators, and the rational use of its tools leads to increased profits and optimization of core activities. For every company today, it is relevant and necessary to use an e-marketing strategy in marketing, which has a number of advantages to achieve business efficiency. The main advantages of building a company's business on the basis of an e-marketing strategy are shown in Fig. 1

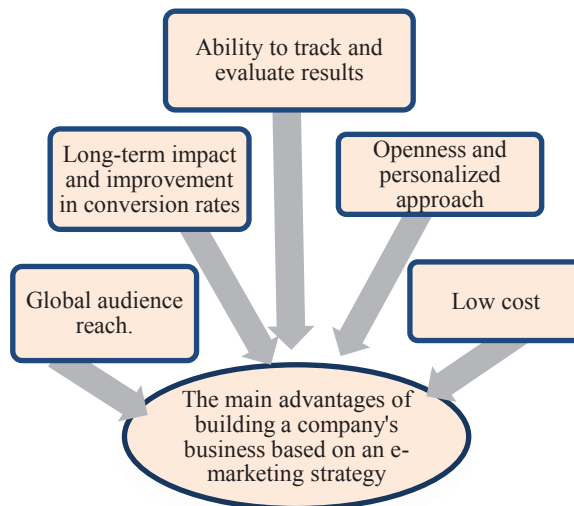


Fig. 1. The main advantages of building a company's business based on an e-marketing strategy.

The presented advantages are characterized by multiple simplification of the functions of marketing activities. The email marketing strategy provides global coverage, and site promotion allows you to find new markets and trade around the world without making a large investment. Email marketing tools tend to be low cost, and a well-targeted campaign can bring in customers at a much lower cost than traditional marketing methods. These tools provide traceable and measurable results. Monitoring the implementation of your online marketing strategy using web analytics and other tools makes it easy to determine the effectiveness of a campaign. An important element of the e-marketing strategy is a personal

approach to customers, and openness increases user loyalty and improves the company's reputation.

Electronic marketing is long-term and can acquire social value - be transmitted from user to user, become viral. It also provides an increase in conversion rates, when a visitor is on the company's website, he is just one click from the purchase and, unlike other channels, can be as effective as possible. Achieving high results and effectiveness of the company's e-marketing strategy is impossible to imagine without search engine optimization, which is the main source of influence.

1.2 Theory of Search Engine Optimization development in E- marketing strategy

In the scientific literature, there are many studies that are aimed at optimizing the business processes of companies with aspects of the application of marketing promotion and communication metrics. The versatility of doing business is caused by the existence of many studies that are based on the specifics of a particular industry and the specifics of the functioning of companies.

Features of the development of advanced marketing tools and their application in the company's strategy are considered in the scientific works of scientists [4-5], who believe that search engine optimization is the main component of electronic marketing. The approach indicated is typical and more applicable in the practice of companies that base their activities on the territory of one country or market segment, since they do not take into account development trends that have a significant impact on management processes.

These studies do not take into account the importance of performing various stages of SEO optimization and using various tools when promoting a company's website on the Internet. To determine the specifics of the organization of SEO optimization, it is necessary to conduct a deeper study in order to determine development trends in marketing. Noteworthy is the study and definition of the main features of search engine optimization as a key tool for electronic marketing, which are considered in the scientific works of a group of scientists [6-7], who highlighted the key role of search engine optimization in marketing. This approach is based on business scaling, taking into account market changes and the need to introduce innovative marketing tools to strengthen the company's competitive position and increase conversion. This is relevant and can be applied in the practice of companies with a narrow profile of specialization, as it does not take into account current trends in search engine optimization of websites, which requires more detailed study.

Given the peculiarities of marketing development under the influence of cyclical development, which is caused by geopolitical instability, one should pay attention to the scientific approach of scientists [8-10] who determine the features of the development of marketing and search engine optimization tools, taking into account instability. This approach is based on highlighting trends in the development of electronic marketing and search engine optimization as the main tool.

However, given the nature of doing business, using separate marketing tools will not be effective unless combined with email marketing tools. This confirms the relevance of the topics of the study and the need for a detailed study that would take into account the development of marketing and search engine optimization as a single system, a single whole in order to ensure the effectiveness and conversion of the main communication tools of companies-websites. The intensity of marketing development is characterized by increased competition and the need for constant modernization of existing approaches in marketing organization. The emergence of new tools that ensure the growth of the company's profitability, reducing costs and optimizing the main activities of companies is based on a combination of marketing components.

Within the framework of this direction, it is worth considering studies [11-13], which are based on the use of innovations in marketing detail and consider individual search engine optimization tools that can be applied in the practical activities of a particular company, a particular direction, which provides a global approach to the organization of this activity.

Given the uncertainty in global markets, it is necessary to popularize companies to increase the scale and share of potential customers, such as search engine optimization. In order to highlight the key trends in search engine optimization in electronic marketing, for this it is necessary to consider in detail the main features of development and the specifics of its organization.

2 Methodology

2.1 Peer review process

To ensure the achievement of the main goal of the study, which is to determine the features of the development of search engine optimization in the e-marketing strategy, a multifaceted set of methods and tools was used. The relevance of the topic determined the need to increase the share of loyal customers, site conversion, brand awareness and increase the level of competitiveness of the company. To achieve the goal of the study and confirm its relevance, a critical analysis of the theory of development of electronic marketing was carried out, historical aspects and trends in the development and formation of an electronic marketing strategy were highlighted. The absence of a unified methodology for organizing search engine optimization in the electronic marketing strategy is highlighted.

Existing theories of organization of SEO in the company are considered, which made it possible to determine the specifics of the organization of search engine optimization in the strategy of electronic marketing. Based on a detailed study and critical analysis of existing theories of SEO organization in the company, the specifics of the organization of search engine optimization in the e-marketing strategy are determined. On the basis of classification and structuring, the main goals, methods and tools of SEO are highlighted, which are mandatory in the e-marketing strategy of companies, without which it is impossible to ensure the effectiveness of activities.

The generalization of scientific approaches and methods of organizing search engine optimization within the framework of the electronic marketing strategy allowed the author to form the optimal team for SEO-optimization of the company's website, taking into account the development trends of the company and the global market.

Based on the use of a structural and logical analysis of the existing SEO tools, which is applicable in the e-marketing strategy of companies, contributed to the identification of the main trends in the development of marketing and its main elements.

The application of the described methods made it possible to highlight the main trends in the development of SEO in the e-marketing strategy of companies with the details and characteristics of the main features. Theoretical approaches and the results of the study of the features of the development of SEO in the e-marketing strategy have been developed, which are a detailed description of the actions that can be used in practice in the formation of a company's marketing strategy to promote a website to increase efficiency.

3 Result and discussion

In the e-marketing strategy of companies, special attention is paid to the effectiveness of the organization of search engine optimization of websites, as this is a key marketing tool that reduces costs and increases the conversion rate. Search engine optimization is a whole range

of measures for internal and external optimization of a company's website, which are used in order to increase the position of a website in search results. Analyzing the practical application, the higher the site in the search engine rankings, the more users visit it. In business, it is possible to study the issue of search engine optimization on your own, identify key needs and main results, or you can use the services of third-party companies that provide a higher level and efficiency.

SEO optimization - actions aimed at improving the visibility of the site in search engines for thematic user requests and, as a result, increasing targeted traffic coming from search engines. Promotion of the company's website in search engines is one of the most effective ways to attract the target audience. Given this, this research topic is quite relevant and significantly attracts the attention of many researchers, businessmen and marketers, whose goal is to develop new methods and tools for its automation. The main goal of search engine optimization of company websites is to get the maximum effect from the potential audience of the website, which will increase conversion, optimize the ratio of costs and income and increase the effectiveness of marketing activities. Given the growing competition in the electronic marketing industry, SEO optimization is an innovative tool that allows a team of marketers and SEO specialists to work hard to determine the target audience, set up the company's website to bring it to the top with an increase in conversion and expand the loyal audience. Such teams are not interested in selling goods and services, and this is not within their competence, they provide practical recommendations for improving the interface, technological improvements of the website to attract the attention of the audience.

It is worth considering the features of the SEO organization: the composition of the team for optimizing the websites of companies in modern conditions, which are presented in Table 1.

Table 1. Features of SEO organization: the composition of the team to optimize the websites of companies in modern conditions.

Member of the SEO team	The main role and functions of the SEO team member
Project manager	A specialist whose main task is to manage the project as a whole: design and prioritization, task planning, control, communication, as well as operational problem solving.
SEO specialist	The main responsibility of the SEO optimizer is the effective promotion of Internet resources in search engines, the main elements of which are the internal and external optimization of the site.
Marketer	Rational organization of marketing activities in the aggregate which should take into account the strategic directions of the company's business, budget, segment and target audience.
Developer	Development at the software and technological level of marketing activities and their implementation and innovative tools for search engine optimization of companies' websites.
UX/UI designer	Development of visual design and design of the company's website, which should be properly reflected on any device: mobile phones, tablets, computers, function and act as a business card of the company. The design has a significant weight in the effectiveness of search engine optimization, because the image depends on the perception of users of the company's website, brand awareness, loyal audience and more.

SEO marketing is when a team of diverse marketing specialists works on a company's website. The main goal of such teams is aimed at increasing the loyal audience from search engines, providing conditions for comfortable, pleasant and convincing sales of goods and services of companies, increasing brand awareness depending on the key optimization goals. SEO organization is usually carried out in an integrated manner by a company of professionals from different areas of marketing, who are involved simultaneously to achieve their goals and increase the effectiveness of marketing.

SEO-marketing is an investment in a long-term result, which should justify the company's expectations, increase conversion and website traffic, make it visible and recognizable on the Internet, which will increase market share by attracting a new segment of users. SEO marketing operates by inertia for a long time, even if no one has promoted the project for several months. And in the case of a niche that is not the most competitive, sometimes it is enough to invest once to receive free organic traffic for many years. To achieve a colossal result in SEO marketing, separate plans and strategies are developed, following which allows you to achieve the expected results. The SEO marketing strategy should take into account and achieve the main goals:

- bring targeted visitors to the company's website;
- increase the search results of the company's website and take top positions in information queries;
- reduce the cost of conversion and advertising campaign costs;
- provide multi-channel;
- increase the number of sales and market coverage[14-15].

The main methods of SEO-marketing, tools and features of the organization are shown in fig. 2.

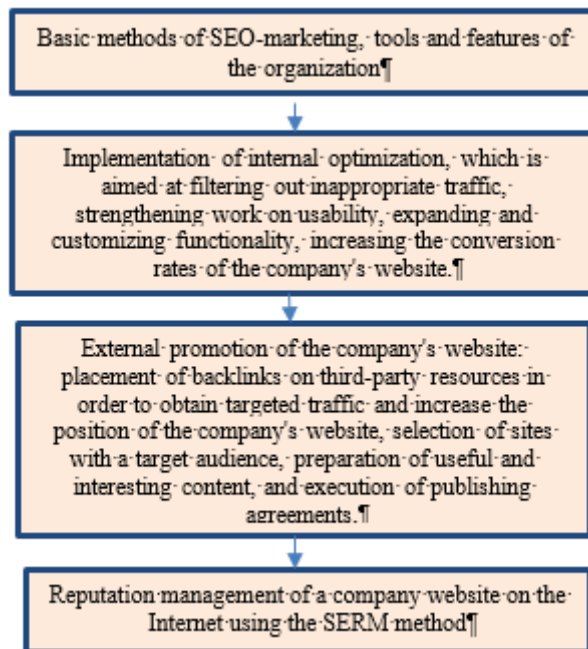


Fig. 2. Basic methods of SEO-marketing, tools and features of the organization.

The main trends in SEO optimization and promotion of company websites in the world are presented in Table 2.

Table 2. The main trends in SEO optimization and promotion of company websites in the world.

The trend of SEO optimization and website promotion and specifics
SEO site optimization for Google
The quality of the content has a particular impact on the relevance of the pages on a company's website. SEO optimization of websites through content means not only the publication of unique texts: reviews, cases, news, manuals, articles, research and other materials. The content should be diverse, interesting and conceptually correctly prepared and based on the concept. The concept of E-A-T is about the expertise, authenticity and authority of text materials that are posted on the company's website. This method of promotion and search optimization is quite lengthy and requires constant updating and adjustments.
Local SEO - Google My Business n Maps
Local search has become more in demand during the period of pandemic and restrictions. This trend is characterized by the fact that users are increasingly looking for services close to their place of stay, office or online delivery, ordering or placing an order
Mobile SEO optimization
In connection with the pandemic and an increase in the share of using remote channels, the current trend is websites that are: functional, convenient, beautiful and adaptable for mobile devices. In view of this, search engine optimization should be directed towards the Mobile version, as the number of smartphones and their use is increasing all over the world. Mobile adaptation has been an important SEO trend for many years.
Website ranking depends on user experience
User experience is one of the key behavioral factors that have a significant impact on ranking of web resources. The Google corporation plans to release the Page Experience algorithm, which will focus on improving the user experience, and will contain a number of requirements for Internet platforms and their search engine optimization.
Structured data is the source of effective SEO
Structured data is a modern trend that has a significant impact on the effectiveness of search optimization. To structure the data, the Schema and Open Graph micro formats markup is used. The latter is used for social media snippets. Schema.org is more global and is used when launching new websites, products, testimonials, video blogs and videos.
SEO website optimization based on voice search tools
A key trend in search optimization is the use of voice search. Voice search is convenient and irreplaceable when a person does not have the time or physical ability to type a request in the browser line. It is worth noting that key phrases in this case differ from ordinary search terms. They include a question word and contain qualifying words to help the search engine find the best possible match and provide the best result for your query.
SEO efficiency: conversion, traffic
The trend of ensuring efficiency is the main one in any kind of activity. A large traffic flow does not always determine the effectiveness of an online resource. It is important to remember about the target action that a person should take when visiting the page.

An effective marketing method that will allow you to bring to the company's website an audience that is really interested in a product or service with the offer of the most convenient and simple and at the same time inviting way to perform the target action, all this is provided by SEO marketing methods. These methods make it possible for a potential buyer to open the first few tabs from the search results and choose the company's website among them.

Increasing competition in global markets necessitates the introduction and use of modern and innovative marketing tools in order to increase conversion and traffic to company web resources. In the context of the functioning of companies and marketing, the number of ranking factors and the volume of search engine requirements for websites is increasing every year [16-17].

To successfully rank a resource, search engines need to make every effort, because search engine algorithms are constantly being improved, and new tool updates are released regularly. SEO optimization and its cost in modern conditions depends on the complexity

and scope of work that is planned by the company's marketing strategy. Such work should be carried out with an emphasis on future algorithms, so that by the time they are released, the company's website will best meet the current requirements of the search engine, be innovative, in demand and user-friendly.

It is impossible to do business without innovations in the field of marketing, which ensures the efficiency of the company's business processes, brand awareness, customer loyalty and audience expansion [18]. Modern trends in SEO promotion do not stand still, which change every year, adjusting to the innovations and updates of search engines, as well as user behavior and requests.

To ensure the first places in the issuance of search queries and the issuance of information, you need not only to know about current development trends in the current year, but also to predict development and adapt it to the requirements of search engines, working through their usability, contextual and technical parts, which should be based on user experience .

4 Conclusions

Changes in world markets under conditions of uncertainty are forcing the management of companies and organizations around the world to rethink their marketing management and development strategies through the prism of development and the emergence of innovations in promotion.

The historical aspects of the formation of the e-marketing strategy are determined, which highlight the main stages and the specifics of each of them: from the beginning of the creation of the Internet to the use of modern tools. The necessity and relevance of improving the existing strategies of companies and the formation of e-marketing strategies based on search engine optimization are considered.

The trends in the development of SEO optimization, its specifics and features of the organization, which made it possible to classify the main tools and necessary methods for promoting and SEO optimizing companies' websites, are considered and identified.

The intensity of the development of the digital economy in the world requires a constant change and revision of existing business models of organizations, taking into account the development of management tools. An innovative approach to management is very relevant in the face of uncertainty, which is characterized by the negative influence of many factors, both political and socio-economic, and leads to the optimization and reengineering of existing business processes in order to increase the efficiency of organizations.

In the world, the issue of increasing efficiency and optimizing the level of costs is characterized by a high level of interest of leaders of organizations, which is ensured by the use of innovative SEO tools. Achieving strategic goals, increasing conversions and expanding a loyal audience in the market is the main incentive for many top managers.

SEO-optimization in modern conditions is widely used in various types of economic activity and acts as a driver for the development of sectors of the world economy and is an integral marketing tool. SEO-optimization in business not only expands the possibilities of communication with the target audience, but also increases the level of profitability and consumer loyalty in general.

Increasing competition is transforming existing marketing and development into new digital technologies and tools to optimize search and promote company websites in order to maximize profitability and efficiency. SEO optimization trends in marketing are characterized by the fact that marketing innovations most often appear without any long-term business processes, which allows you to significantly optimize the organization's costs in a short time, as well as expand distribution channels. promotion of goods and services using innovative tools and technologies.

The analysis of the features of the organization and development of SEO – optimization in the strategy of electronic marketing, which is typical for strategic and operational changes in companies based on the use of innovative technologies. Based on this, the main trends in the development of SEO in the world are highlighted, the specifics and characteristics of each of the identified trends are considered.

The main results of the study show that marketing significantly depends on the mood and behavior of consumers, which are rapidly changing and subject to optimization due to the spread of uncertainty in the world and the implementation of innovations in all areas of human life.

The growth of online users and the transition of more and more users to the online mode of shopping, ordering goods, services and essentials, where the main role is played by electronic marketing, its specificity and the effectiveness of the SEO organization, namely: promotion, product positioning, sales, service and support.

The main results of the study made it possible to determine the main role of technology in human life and the need to use SEO optimization tools when organizing marketing activities to increase conversion, improve efficiency and increase market share for most world-class companies and organizations.

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