CONTRIBUTIONS OF ARTIFICIAL INTELLIGENCE (AI) IN THE DEVELOPMENT OF INTERNATIONALIZED ADMINISTRATOR SKILLS

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ABSTRACT

The article addresses the growing influence of Artificial Intelligence (AI) in the field of management, especially in the development of personal and professional skills of managers working in international contexts. In an environment marked by accelerated digitalization and globalization, AI presents itself as a strategic tool to improve decision-making, data analysis, and process automation, requiring professionals not only technical mastery, but also interpersonal and adaptive skills.

The research, based on a literature review and qualitative approach, investigates how AI is shaping fundamental competencies for global management, such as intercultural communication, complex problem solving, digital literacy and strategic decision-making. The impacts of AI on the formation of leaders who are better prepared to face the challenges of a dynamic and technologically advanced organizational scenario are also discussed.

In addition to the technical aspects, the article proposes reflections on the ethical and social implications of the application of AI in companies. The need for educational strategies that empower administrators to use AI responsibly, aiming not only at operational efficiency, but also at sustainability and equity in management practices, is highlighted.

Keywords: Artificial Intelligence. Administration. Professional skills. Globalization. Strategic management.

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INTRODUCTION

In recent years, Artificial Intelligence (AI) has emerged as one of the most significant transformative forces in the field of management, profoundly impacting both organizational practices and the profile of the competencies required of professionals operating in global contexts. In today's scenario of an internationalized environment and accelerated digitalization, the need for administrators with multifaceted skills has never been more pressing. In a dynamic and increasingly competitive environment, organizations are looking for professionals capable of navigating complex information networks and making strategic decisions that involve multiple markets and cultures.

In this context, AI emerges as an effective strategic tool, capable of improving the performance of administrators through the automation of processes, the analysis of large volumes of data, and the prediction of market trends. However, in addition to its practical application in business operations, AI also has a significant impact on the development of managers' personal and professional skills, requiring them not only technical knowledge, but also interpersonal and adaptive skills to deal with new technological realities.

This article seeks to answer how the personal and professional competencies of the administrator with international operations are directed and shaped by Artificial Intelligence (AI). The main objective is to analyze the influence of AI on the development of personal and professional competencies of the globalized administrator in the contemporary organizational context.

From a literature review and in-depth qualitative research, we sought to analyze how AI is shaping the essential skills for global management, including adaptability, intercultural communication, problem-solving, and strategic decision-making. In addition, the need for new skills, such as digital literacy and ethics in the use of AI, which are increasingly required to deal with the challenges posed by this emerging technology, was investigated.

It sought to offer a comprehensive view of how AI can be integrated into the development of professionals' skills, contributing to the formation of leaders who are better prepared to face the complexities of the globalized and digital environment. The article also proposes reflections on the ethical and social implications of AI adoption in organizations, and suggests paths for implementing educational strategies that can empower administrators to harness the potential of this technology responsibly and sustainably.

PERSONAL AND PROFESSIONAL SKILLS

The development of personal and professional skills has become one of the essential pillars in the training and performance of individuals in different organizational

environments. The growing complexity of the labor market and the constant evolution of technologies and management practices enable professionals not only to have broad specific technical skills, but also to develop a set of competencies that enable them to deal with multidimensional challenges and add value to organizations.

The differentiation between personal and professional competencies is essential to understand how they manifest themselves in daily work. Personal competencies refer to the set of skills, attitudes, and behaviors that are directly linked to the individual, influencing their way of interacting, communicating, and solving problems in different contexts. Professional skills, on the other hand, involve the technical and operational skills that allow the individual to perform tasks effectively and efficiently within their field of activity.

Personal skills, often referred to as "*soft skills", encompass a variety of attributes that include emotional intelligence, communication skills, empathy, creativity, among others. In the contemporary organizational environment, these competencies become relevant for success, as they are the skills that allow individuals to adapt to change, interact productively in teams, and manage their emotions under pressure.*

According to Goleman (2001), emotional intelligence, for example, plays a central role in the performance of individuals, since it influences the way people relate to others, face adversity and make decisions. The author argues that, by developing emotional skills, such as self-control and empathy, professionals are able to build more collaborative and innovative work environments.

In addition, skills such as effective communication and interpersonal leadership are essential for the professional to establish productive connections with colleagues and leaders. The ability to negotiate, motivate, and inspire teams is a personal skill that, when well developed, can boost organizational performance and strengthen company culture (Maxwell, 2011).

On the other hand, professional skills, or "*hard skills*", are directly related to the technical knowledge necessary to perform specific functions within an organization. They are essential for the execution of operational tasks and for the delivery of tangible results that meet the expectations of stakeholders.

However, in an increasingly competitive scenario, professional competencies cannot be seen in isolation. The integration of technical skills with interpersonal skills becomes a strategic combination to obtain better results. According to Drucker (1999), successful organizations are those that are able to align the continuous development of their professionals' technical skills with the ability to innovate and adapt to changes in the market.

The search for professional skills involves, among other aspects, the mastery of new technologies, the ability to learn continuously, and specialization in specific areas of knowledge. In this context, the concept of lifelong learning becomes one of the main drivers of both individual and organizational growth. Among the most valued skills in the market, the ability to solve complex problems, manage projects, and master new digital tools stand out.

The integration of personal and professional competencies is a decisive factor for effective performance in corporate environments. The growing appreciation of soft skills, combined with technical excellence, reflects the need for a more holistic professional profile, capable of balancing emotional, cognitive and operational aspects in their daily work. According to Chiavenato (2010), the development of competencies should be seen as a continuous process, in which both technical and personal skills are improved throughout the career.

Therefore, organizations must invest in the development of their employees in a balanced way, promoting training programs that meet both technical demands and behavioral requirements. This includes training aimed at improving interpersonal communication, team management and conflict resolution, as well as encouraging constant updating in the technical and operational areas.

COMPETENCIES ACCORDING TO THE WTO

The World Trade Organization (WTO) has highlighted a set of fundamental competencies for professionals who work in a globalized environment. These competencies are designed to address the challenges of an increasingly complex global marketplace where Artificial Intelligence (AI) plays a growing role. The following is a brief analysis of each of these competencies and their relationship to AI:

1. **Adaptive Leadership**: The ability to lead in contexts of constant change is essential. In a world where AI is transforming processes and routines, leaders need to be adaptive, able to make agile and structured decisions, using AI-generated data to predict trends and mitigate risks.
2. **Critical Thinking and Data Analysis**: With the massive amount of data available, the competence to critically analyze this data is crucial. AI offers tools to process large volumes of information, but it is up to the globalized administrator to interpret these results with discernment, identifying patterns and insights that can guide business strategies.

3. **Intercultural Competence and Global Communication**: On the international stage, the ability to communicate and understand different cultures is vital. AI can facilitate the translation and analysis of cultural contexts, but it is the administrator who must apply this technology sensitively and effectively to build bridges between different markets.
4. **Ethical Management and Social Responsibility**: Ethics in management becomes even more relevant with the use of AI, which raises questions about privacy, bias, and transparency. Administrators need to be prepared to implement AI ethically, ensuring that their decisions and strategies respect international standards and contribute to social well-being.
5. **Innovation and Creativity**: While AI can automate many tasks, innovation and creativity remain irreplaceable human skills. Combining these skills with the capabilities of AI allows for the creation of new business models and innovative solutions that can leverage success in the global marketplace.
6. **Knowledge in Emerging Technologies**: With the rapid advancement of AI and other emerging technologies, technical competence in understanding and utilizing these tools is critical. A globalized manager must not only be aware of these technologies, but also be able to integrate them strategically into their operations.

These competencies suggested by the WTO for 2024 highlight the need for a professional who, in addition to deeply understanding the dynamics of global trade, is prepared to use Artificial Intelligence effectively and ethically. The globalized administrator must be able to lead and innovate in an environment where technology is a powerful ally, but which requires human discernment to be fully exploited.

REFLECTIONS ON THE ETHICAL AND SOCIAL IMPLICATIONS OF AI ADOPTION IN ORGANIZATIONS

The introduction of artificial intelligence (AI) in organizations has generated significant transformations in production processes, business models, and organizational dynamics. While the benefits of AI are widely recognized, such as increased efficiency, reduced costs, and innovation potential, its adoption also raises important ethical and social issues that need to be debated, especially in the context of increasingly globalized and internationalized organizations.

AI, with its capacity for automation and learning, can profoundly alter human interactions in the workplace, power relations in organizations, and the social impacts of

business operations. It is necessary to broaden the scope of research regarding the ethical and social implications, including considering the perspectives and challenges arising from the adoption of AI.

THE ETHICAL IMPLICATIONS OF AI ADOPTION IN ORGANIZATIONS

The adoption of AI in organizations raises a number of ethical issues related to organizational behavior, workers' rights, and automated decision-making. One of the main ethical concerns is data privacy and security. As AI relies on large volumes of data for its functioning, organizations must ensure that this data is collected, processed, and stored ethically and responsibly, respecting the rights of individuals and legal regulations, such as the General Data Protection Regulation (GDPR) in the European Union (Gellert, 2017).

The use of personal data for algorithm training and decision-making must be transparent, with a clear definition of what will be done with the information collected, avoiding abuse or discrimination. Another ethical implication concerns automated decision-making. When AI is used for strategic or operational decisions in organizations, such as hiring employees, evaluating performance, or determining prices, there is a risk that algorithms will replicate human biases.

For example, AI algorithms can incorporate unconscious biases present in the data they are trained on, which can result in discrimination against minority groups such as women, people of color, or individuals with disabilities (O'Neil, 2016). As such, organizations must implement auditing mechanisms to ensure that automated decisions are fair and unbiased.

The issue of accountability and transparency is also a central ethical challenge. When AI makes decisions or performs complex tasks, it can be difficult to determine who is responsible in the event of an error or failure, especially if the decision is based on a machine learning algorithm that operates in an opaque manner. Organizations need to establish clear guidelines on who will be held accountable for actions taken by AI systems and ensure that their decision-making processes are understandable to stakeholders (Binns, 2018).

Algorithmic transparency is essential to ensure that the impacts of automated decisions can be understood and audited by external auditors, regulators, and the public itself.

THE SOCIETAL IMPLICATIONS OF AI ADOPTION IN ORGANIZATIONS

In addition to ethical issues, the adoption of AI in organizations also generates significant social implications, particularly with regard to employment, social inequalities, and the nature of labor relations. Job automation is one of the most widely discussed concerns. AI can replace several roles performed by human workers, especially those that involve repetitive and routine tasks.

While AI can improve productivity and efficiency, it can also result in job losses, especially for workers in low-level positions or who lack specific technical skills (Brynjolfsson & McAfee, 2014). Organizations must balance the adoption of technologies with reskilling and training policies to ensure that their employees can adapt to the new demands of the labor market.

Another relevant point is the inequality in access to technologies. The growing use of AI can widen social and economic disparities, especially in a context of globalization in which companies in developed countries have more access to cutting-edge technologies. Companies in developing countries, for example, may face difficulties in adopting AI due to a lack of infrastructure or empowered human potential.

Such situations can create a chasm between companies that adopt AI efficiently and those that fail to implement it properly, resulting in global economic inequalities (Chui, Manyika, & Miremadi, 2016). This scenario can generate a concentration of wealth in the hands of a few companies and countries, exacerbating existing disparities.

From the above, it can be seen that the change like work is an important social issue. Work in organizations is becoming increasingly focused on activities that require advanced cognitive and social skills, such as creativity, emotional intelligence, and critical thinking. AI, by automating operational tasks, can allow workers to focus on more strategic and human-like activities, but it can also lead to the obsolescence of traditional roles (Susskind & Susskind, 2015). The nature of human work can therefore be permanently altered, with implications for social and cultural expectations regarding the role of work in people's lives.

METHODOLOGY

It is conceived as a research problem: how are the personal and professional competencies of the globalized administrator directed and shaped by Artificial Intelligence (AI) in the contemporary business context? The purpose is to identify the competencies and propose alternatives, within the scope of Brazilian society, in order to verify their relationship with AI, having as a starting point the competencies suggested by the UN. The research

proposes to validate the competencies and even suggest others within the scope of Brazilian society, verifying the relationship with AI.

The Main Objective: To analyze the influence of AI on the development of personal and professional skills of the globalized administrator, in the contemporary organizational and social context.

As Secondary Objectives are:

- Identify the key personal and professional competencies required of globalized managers in an international, AI-influenced market.
- To investigate the alternatives by which Artificial Intelligence can be used to improve the personal skills: leadership and communication, of administrators in a globalized context.
- Evaluate the impact of Artificial Intelligence on the development of managers' professional skills, considering the strategic decision-making process and operations management, which are processed in a globalized scenario.

The present research adopts a qualitative approach, with the main objective of analyzing the contributions of Artificial Intelligence (AI) in the development of the competencies of internationalized administrators. The in-depth interview technique was selected, considered one of the most effective techniques to explore the perceptions, experiences and opinions of individuals about a complex and subjective phenomenon (LAKATOS; MARCONI, 2017). This strategy allows the researcher to access detailed and contextual information about the impact of AI on the development of managers' competencies in a globalized and constantly changing scenario.

The research in question is exploratory, as it seeks to understand in depth how AI influences the skills of managers operating in international markets, without necessarily having pre-established hypotheses. According to Vergara (2018), exploratory research aims to provide a clearer view of little-studied or poorly understood phenomena, such as the impact of AI in specific areas of management, especially in an international context.

The survey sample consists of 20 in-depth interviews conducted with managers who work in companies with international operations. The selection of the sample was based on the convenience and relevance of the participants to the research theme, which involved the use of emerging technologies and global management. Participants were selected through non-probabilistic sampling by judgment, a type of sampling used when the researcher intends to select individuals who can provide relevant information for the study (LAKATOS; MARCONI, 2017). The sample was composed of professionals with different

hierarchical levels, ranging from high-ranking executives to middle managers and specialists in technological areas.

Data collection was carried out through a script of semi-structured questions, which allowed the interviewer to explore a variety of topics related to the impact of AI on administrators' competencies, while still offering flexibility for respondents to share experiences and opinions freely. The interview script was prepared based on a review of the literature on the subject and was reviewed by a committee of experts in the field of administration and technology to ensure its validity and pertinence (VERGARA, 2018). The questions were formulated in order to address different aspects of the impact of AI including questions about personal skills, professional skills, adaptation skills and ethical use of technology.

The data analysis followed an interpretative approach, in which the answers of the interviewees were analyzed based on the content analysis proposed by Bardin (2011). This method allows categorizing information in order to identify recurring patterns and themes in the participants' speeches. The analysis process involved the reading and rereading of the transcripts of the interviews, with the identification of units of meaning and the organization of these units into thematic categories. The categories were elaborated based on the objectives of the study and the previously reviewed literature, and encompassed topics such as the impact of AI on the development of leadership skills, adaptability, decision-making, and innovation.

In addition, a data triangulation was carried out, comparing the results obtained in the interviews with secondary information from academic studies and business reports on the adoption of AI in global organizations. Triangulation aims to increase the validity and reliability of research findings by combining different sources and types of data (VERGARA, 2018).

The research respected all the ethical principles established for conducting studies with human beings. Participation in the interviews was voluntary, and the interviewees were informed about the objectives of the research, the procedures adopted, and the guarantees of anonymity and confidentiality. Participants signed an informed consent form, in which they agreed to the use of the information provided exclusively for academic purposes.

SAMPLE QUALIFICATION

The research involved 20 people, 13 (65%) male and 7 (35%) female. 18 (90%) are over 51 years old and 2 (10%) between 41 and 50 years old. As main academic training, Administration, Physics, Psychology, Accounting, Physical Education. As for the degree, 4

(20%) with the Doctorate, 13 (65%) with the Master's and 3 (16%) with the Lato sensu. As professional experience, Consulting, Higher Education, Foreign Trade, Financial Administration and Human Resources stand out.

ANALYSIS OF RESPONSES

Regarding the fact that Artificial Intelligence (AI) positively influences the development of the personal and professional skills of managers operating in the international market, the majority of respondents 12 (60%) strongly agree that AI positively influences the development of the personal and professional skills of international managers. This impact is mainly perceived in the improvement of analytical capacity, decision-making, and the management of large volumes of data. However, it was found that 07 (35%) strongly disagree, signaling a concern about the over-reliance on technological tools and the loss of essential human skills.

The five most important competencies suggested by the United Nations (UN) for international administrators are in order of importance: Critical Thinking, Problem Solving and Data Analysis, as it is essential to deal with the complexity of global environments and make strategic decisions;

Intercultural Competence and Global Communication, as it is essential to manage teams and negotiations in diverse cultural contexts; Adaptability and Flexibility, as it is important to quickly adjust to changes in the market and new technologies, such as AI; Adaptive Leadership and People Management, where the crucial skill to motivate teams and manage conflicts, especially in globalized environments; and Innovation and Technology Management, a competence directly related to the effective implementation of technologies such as Artificial Intelligence.

As for their opinion on whether the competencies suggested by the UN are sufficient to deal with the challenges brought by AI in the organizational context, they answer that although the competencies suggested by the UN are essential for an international administrator, they may not be fully sufficient to deal with the challenges brought by AI. The rapid advancement of technology requires an additional set of skills, such as digital literacy (the ability to understand and utilize technological tools) and ethical data management, which are vital for dealing with AI efficiently and responsibly. These competencies would complement those already mentioned by the UN.

Regarding which personal skills they consider most influenced by AI in the global context, the following stand out: Analytical Capacity, where AI facilitates the analysis of large volumes of data, improving the ability to make informed decisions; Creativity, as

automating repetitive tasks allows administrators to focus more on creative and innovative aspects of work; Time Management, where AI optimizes processes and frees up administrators' time, allowing them to dedicate themselves to strategic and creative tasks.

When assessing the impact of AI on the following personal competencies of an internationalized administrator, on a scale of 1 to 5, where 1 is "Not at all impactful" and 5 is "Extremely impactful", Critical Thinking (04), where AI can provide data and insights, but the interpretation of this data still requires strong critical thinking; Intercultural Communication (03), although AI helps to overcome language barriers, intercultural communication requires human sensitivity, something that AI cannot yet completely replace; Leadership (4), where AI can help identify patterns of behavior and performance, but leadership remains a fundamentally human competency; Adaptability (5), as it requires administrators to constantly adapt to new technologies and changes in the global market; and Creativity (4), where AI can assist in the creative process, but genuine creativity is still a field in which humans excel.

On which professional skills are most improved with the use of AI, they answered: Data Management, where AI allows administrators to analyze large volumes of data and draw quick and accurate conclusions; Decision Making, where offers predictive models that help in making more informed strategic decisions; Project Management, as the automation of repetitive tasks and real-time performance analysis facilitate the management of complex projects.

Which new skills are considered essential for a globalized administrator in the current context influenced by AI include: Digital Literacy, considering the ability to understand and use emerging technologies effectively, considering their growing importance in organizations; Data Management and Privacy, where the competence to handle large volumes of data ethically and responsibly will be increasingly crucial for administrators; Innovation and Digital Transformation, with the ability to identify and implement new technologies that can transform the way organizations operate; and AI Ethics and Governance, to understand the ethical dilemmas associated with the use of AI, such as privacy, bias, and social impacts, is a growing skill in an increasingly digital world.

Regarding the situation in which Artificial Intelligence helped to develop or improve a personal or professional competence in their work, the use of AI in data analysis helped to improve strategic decision-making competence stands out. By utilizing AI tools to process large volumes of data on consumer behavior and market trends, one can identify patterns and predict changes in the market more accurately. This has allowed me to make more

informed and faster decisions, increasing efficiency and accuracy in the company's marketing strategies.

ANALYSIS AND CONCLUSIONS OF THE RESEARCH

The analysis of the responses reveals a consensus that Artificial Intelligence (AI) has a significant and relevant impact on the development of international managers' skills, both personal and professional. Most participants agree that AI enhances skills such as critical thinking, data management, adapting to new technologies, and managing global teams. On the other hand, AI tools have the potential to "free up time" by allowing administrators to focus on creative and strategic aspects related to work.

The competencies suggested by the UN are recognized as fundamental to face the challenges of the globalized organizational environment. However, respondents indicate that these competencies need to be complemented with specific AI-related skills, such as digital literacy, data and privacy management, and AI ethics, to adequately deal with the new challenges posed by technology.

The professional skills most improved with the use of AI include data management and decision-making, areas directly impacted by AI's ability to process large volumes of information and generate predictive insights. In addition, AI is seen as an important ally in the development of innovation management and digital transformation within organizations.

Despite the benefits, it is important for international administrators to be aware of potential challenges, such as over-reliance on technological tools and the need to maintain essential human skills, such as intuition and empathy, that AI cannot replace. Therefore, I recommend that administrators seek a balanced combination of human and technological skills to remain effective and ethical on the global stage.

In summary, Artificial Intelligence is contributing to the future of international management, requiring new skills and adaptability. Administrators must integrate digital technologies into their practice, while also developing ethical and human competencies to face an increasingly interconnected and digital world.

FINAL CONSIDERATIONS

In the contemporary organizational context, marked by the accelerated dynamics of technological transformations, personal and professional competencies are intrinsically interconnected. The balance between technical and behavioral skills is a decisive factor for success in the internationalized and digitalized work environment. The development of these skills, both personally and professionally, should not be treated in isolation, but rather

as an integrated set that strengthens management practices and contributes to the adaptation of managers to the new challenges imposed by internationalization and the adoption of Artificial Intelligence (AI).

The research carried out confirms that AI has, in fact, a significant impact on the improvement of several competencies of managers with international operations. As the participants' responses highlight, AI contributes to the improvement of analytical and data management skills, key areas for informed and agile decision-making. In addition, administrators have benefited from AI in optimizing repetitive processes, which frees up more time for strategic and creative activities, as identified in the analysis of survey results.

At the same time, the study reaffirms the importance of the skills suggested by the UN, such as critical thinking, problem-solving, adaptability and leadership. However, the results indicate that these competencies, as essential as they are, need to be complemented with specific skills related to the use of AI. In particular, digital literacy, ethical data management, and understanding the societal implications of emerging technology stand out as additional competencies that internationalized administrators must develop to deal with the challenges that AI imposes. The rapid advancement of technology requires a constant effort to adapt and learn, with special attention to ethics in the use of AI, as the results pointed out.

The impact of AI on more traditional skills, such as leadership, critical thinking and intercultural communication, was also analyzed. The research indicated that while AI supports the collection and processing of data, the interpretation of this data and the practical application of the information generated require essential human skills. For example, while AI can suggest patterns of behavior or predict trends, the final decision on how to act and communicate these insights in varied cultural contexts still depends on adaptive leadership and communication that is sensitive to the multicultural environment. This reinforces the need for technologies to be seen as complementary tools to human skills, rather than as substitutes.

Additionally, the research pointed to a concern about over-reliance on technologies, which can lead to a decrease in fundamental human skills. Respondents warned of the importance of maintaining a balanced mix between technological skills and interpersonal skills, such as empathy, creativity, and intuition. AI, while powerful, cannot replace these human capabilities, which are essential for solving complex problems and managing teams in environments of high cultural diversity and innovation.

In terms of organizational management, the adoption of AI must be conducted responsibly, taking into account the ethical and social implications. The study shows that,

although AI offers numerous advantages, such as greater efficiency and analytical capacity, it also raises questions about privacy, algorithmic bias and social impact, which need to be carefully managed by business leaders. The responsible implementation of AI must ensure that its benefits are distributed equitably and that the technology is used transparently and fairly, by corporate governance guidelines that prioritize ethics and equity.

Finally, the survey reveals that internationalized managers, when integrating new technologies into their practices, must be aware that true digital transformation does not lie only in the adoption of technological tools, but in the creation of an organizational culture that promotes innovation, ethics and social responsibility. Thus, in addition to the implementation of technological skills, it is crucial that administrators also strive to develop a holistic and ethical vision for managing the impact of technologies on organizations and society as a whole.

The adoption of AI in organizations presents a complex set of ethical and social implications that demand extra care from business leaders, regulators, and other stakeholders. Responsible implementation of AI must ensure that the benefits of the technology are shared fairly, avoiding discrimination and exclusion. The responsibility of organizations goes beyond the simple use of technology, involving the creation of an ethical and socially responsible environment, which takes into account the impact on the well-being of workers and society as a whole. To this end, it is necessary to adopt appropriate governance policies, including the promotion of transparency, justice and equity.

In summary, AI, alongside traditional management skills, plays a transformative role in the development of the skills of internationalized managers. However, its adoption must be carried out strategically and ethically, with a focus on the continuous improvement of human skills, ensuring that the use of technology contributes to a fairer, more innovative, and more sustainable future in global organizations.

It should be noted that the data captured from the adopted sample cannot be generalized, suggesting new studies having as a parameter the expansion of this sample, since the qualitative focus was adopted. To mitigate these limitations, the study was conducted rigorously, with special attention to the transparency and consistency of the collection and analysis procedures. Therefore, for future studies, it is recommended to expand the sample and segment it into economic sectors.

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