

# Product Photography and Digital Content Strategies for Strengthening Digital Business

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The rapid growth of the digital economy has encouraged micro and small enterprises to adopt digital platforms for marketing and business development. However, many digital businesses still face challenges in presenting products effectively due to limited visual quality and unstructured digital content strategies. This study aims to analyze the role of product photography in improving product visual quality and to identify effective digital content strategies that strengthen digital business performance and competitiveness. The research employed a qualitative approach using secondary data derived from 30 relevant scientific articles related to digital marketing, visual communication, and digital entrepreneurship. The collected literature was analyzed using qualitative content analysis to identify conceptual patterns linking visual presentation, consumer perception, digital engagement, and marketing outcomes. The findings reveal three main results. First, high-quality product photography significantly improves visual perception and increases perceived product value in digital marketplaces. Second, professional product images enhance consumer trust and stimulate higher engagement through increased attention and interaction with digital content. Third, structured digital content strategies such as engaging visual content, targeted messaging, and active consumer interaction expand online visibility and improve brand performance. These findings indicate that the integration of professional product photography and strategic digital content management functions as a key mechanism for strengthening consumer engagement, increasing purchasing intentions, and improving the competitiveness of digital businesses. Therefore, visual marketing and well-structured digital communication strategies are essential components for supporting sustainable digital business development.

**Keywords:** product photography, digital content strategy, digital marketing, digital business competitiveness

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## 1. Introduction

According to data from Badan Pusat Statistik, Papua Province has approximately 148,647 micro and small enterprises employing around 387,715 workers, indicating that MSMEs are the main drivers of the regional economy. However, many MSMEs in Papua still face limitations in digital marketing adoption, particularly in product presentation and visual promotion. Product images used in online platforms are often simple and lack proper lighting, composition, and visual branding, which reduces product attractiveness and consumer engagement in digital marketplaces. In the increasingly competitive digital economy, visual quality and strategic digital content play a crucial role in influencing consumer purchasing decisions. Therefore, [1] strengthening product photography and digital content strategies is essential to improve product visibility, consumer trust, and the competitiveness of MSMEs in Papua's digital business ecosystem.

The data illustrate that the business structure in Papua Province is overwhelmingly dominated by micro and small enterprises (MSEs), which total 148,647 units compared to only 2,823 medium and large enterprises, out of 151,470 total business units. This dominance is also reflected in employment, where the MSE sector absorbs 387,715 workers, representing the majority of the 522,723 workforce across all sectors. At the regional level, MSMEs are concentrated in urban areas such as Jayapura City with 19,419 units, while

Jayapura Regency accounts for approximately 5,800 units. These figures, compiled from Statistics Indonesia and regional MSME reports (2025), underscore the critical role of MSMEs in sustaining economic activity and employment in Papua Province.

The data indicate that the MSME sector dominates the economic structure of Papua Province, with more than 148,000 micro and small enterprises contributing significantly to local economic activities and employment generation. The sector absorbs approximately 387,715 workers, highlighting its strategic role in regional economic development. However, many MSMEs in Papua still face challenges in adopting digital marketing practices, particularly in the areas of product presentation, product photography quality, and strategic digital content creation. Limited visual marketing skills often reduce product competitiveness in online marketplaces and social media platforms. Therefore, strengthening MSME capabilities in product photography and digital content strategies is essential to enhance consumer engagement, improve brand visibility, and support the growth of digital businesses in Papua.

Recent studies have explored digital transformation from various disciplinary perspectives; however, important gaps remain regarding practical digital business capabilities. Research by van Emous and Krušinskas [2] primarily examines digitalization from a macroeconomic perspective, focusing on environmental impacts rather than operational implications for small digital businesses. Hein-Pensel [3] discusses organizational identity within the framework of Industry 5.0, yet the analysis remains largely conceptual and centered on organizational transformation rather than digital marketing practices. In the tourism context, Shrestha and KC [4] review ambidextrous management strategies but emphasize strategic management frameworks rather than applied digital content strategies. Similarly, Nevi and Nicolas [5] investigate digital engagement in NFT communities, highlighting identity formation in online ecosystems without addressing commercial visual communication. Meanwhile, Yan and Wang [6] analyze the resilience of digital platforms using a social-ecological systems perspective, focusing on governance and sustainability. Overall, these studies indicate that empirical research on product photography and digital content strategies for strengthening small digital businesses remains limited.

A review of recent literature indicates that research on digital business transformation has largely focused on broader themes such as digital innovation, platform ecosystems, and technology adoption, leaving a critical gap in practical visual marketing strategies for small digital enterprises. For instance, studies by Obeidat [7] examine digital transformation from an organizational capability perspective, while Ofosu-Ampong [8] emphasizes digital technology adoption and its impact on business performance. Similarly, Dias [9] discusses digital engagement and online interaction within digital platforms, whereas Yang [10] focuses on data-driven digital business models and technological integration. Mekniran [11] further analyzes digital systems and innovation dynamics in contemporary digital economies. Although these studies contribute significantly to understanding digital transformation, they primarily emphasize technological infrastructure, platform dynamics, or organizational capabilities rather than practical digital marketing implementation. Critically, none of these studies explicitly investigate the role of product photography combined with structured digital content strategies as a mechanism for strengthening digital businesses. Therefore, research specifically addressing Product Photography and Digital Content Strategies for Strengthening Digital Business remains largely unexplored and represents a clear and urgent research gap.

This study aims to analyze the role of product photography in improving product visual quality and enhancing marketing attractiveness in digital businesses. High-quality product visuals are a crucial element in digital marketing communication because they help shape perceived product value, build consumer trust, and influence purchasing decisions within digital marketplace environments. This study also aims to identify and formulate effective digital content strategies to strengthen the performance and competitiveness of

digital businesses. Through the integration of professional product photography and well-structured digital content presentation across digital platforms, this research is expected to provide a strategic model that can increase product visibility, expand market reach, and support the sustainability of digital businesses.

## 2. Literature Review and Problem Statement

The rapid expansion of digital commerce has increased the importance of visual communication in shaping consumer perception and product evaluation in online markets. In digital environments, consumers depend heavily on visual cues to interpret product quality, authenticity, and value. Research by Nevi and Nicolas [5] highlights that visual interaction in digital platforms plays a crucial role in shaping user engagement and identity formation within online communities. Similarly, Yan and Wang [6] emphasize that digital platform dynamics strongly influence how information and visual content are distributed, affecting the effectiveness of online business communication. These perspectives suggest that visual presentation, including product photography, is becoming an increasingly significant factor in determining how products are interpreted and evaluated in digital ecosystems.

In addition to visual elements, strategic digital content management is essential for strengthening business visibility and communication in online markets. Hein-Pensel [3] explains that digital transformation requires organizations to develop new forms of communication and content strategies that align with evolving digital environments. Effective digital content enables businesses to convey product value, maintain audience attention, and build stronger brand presence across digital platforms. Therefore, the combination of visual representation and structured digital content becomes a critical component in modern digital marketing strategies, particularly for businesses seeking to compete in highly visual and platform-driven marketplaces.

Although previous studies have explored digital engagement, platform dynamics, and organizational transformation in digital environments (Nevi & Nicolas, 2026; Yan & Wang, 2026; Hein-Pensel, 2026), these studies largely focus on digital systems, community interaction, and organizational change rather than practical marketing strategies at the product level. Specifically, there is still very limited attention given to the integration of product photography and digital content strategies as a combined approach to strengthening digital business performance. Consequently, many digital businesses continue to struggle in presenting products effectively and communicating value in competitive online markets. This study therefore addresses this gap by analyzing how product photography can enhance product visual quality and marketing appeal while simultaneously identifying digital content strategies that can improve product visibility, strengthen consumer engagement, and support the competitiveness of digital businesses.

## 3. Method

This study employed a qualitative research approach using secondary data to examine the role of product photography and digital content strategies in strengthening digital business performance. A qualitative method was selected because it enables deeper interpretation of concepts, patterns, and relationships within existing scholarly sources. According to Creswell [12] qualitative research is particularly suitable for exploring complex social and communication phenomena where contextual understanding and conceptual interpretation are required. In this study, the qualitative approach allows the researcher to synthesize theoretical perspectives and empirical findings related to visual communication and digital marketing strategies within digital business environments.

**Table 2.** Distribution of Literature Based on Research Themes (2025)

No	Research Theme	Number of Articles	Percentage
1	Digital Marketing Strategy for MSMEs	8	26.7%
2	Product Photography and Visual Branding	6	20%
3	Social Media Marketing and Consumer Engagement	7	23.3%
4	Digital Entrepreneurship and Online Business Development	5	16.7%
5	Digital Transformation of MSMEs	4	13.3%
		30 Articles	100%

Source: Compiled and analyzed from 30 relevant scientific articles on digital marketing, product photography, and digital business development for MSMEs (2025).

The research process consisted of several systematic stages. The first stage involved identifying and collecting relevant secondary data from peer-reviewed journal articles, conference papers, and scholarly publications related to digital marketing, visual communication, and digital entrepreneurship. Secondary data analysis is considered effective for generating broader insights from existing research findings and theoretical discussions [13]. The selected literature was obtained from internationally recognized academic databases to ensure credibility, relevance, and academic rigor. Each source was carefully screened based on publication quality, research relevance, and its contribution to the discussion of digital marketing practices.

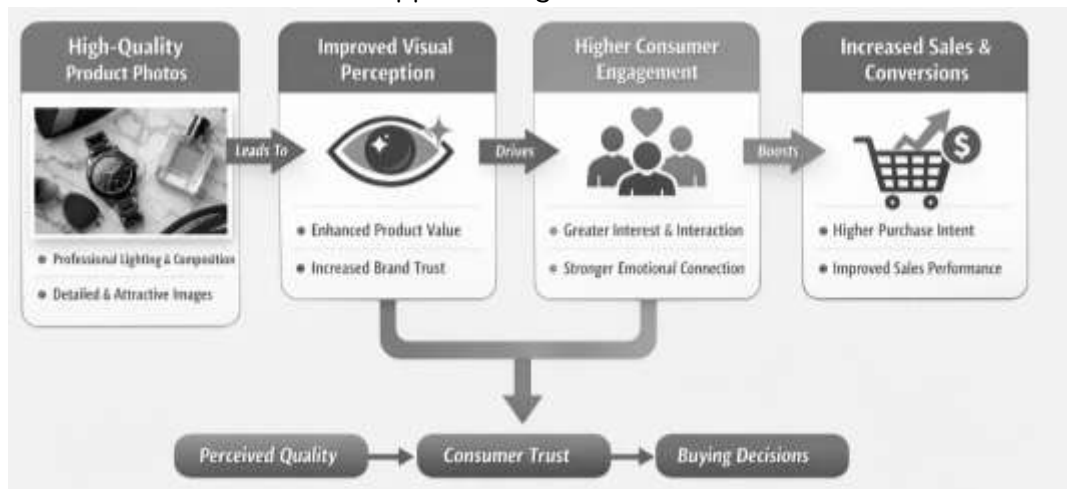
The second stage involved qualitative content analysis, which was used to interpret patterns and themes across the selected literature. Content analysis allows researchers to systematically examine textual data in order to identify conceptual structures and meaningful relationships among variables (Krippendorff, 2018). The analysis focused on key parameters such as visual presentation, consumer perception, digital engagement, and marketing effectiveness. Through this interpretative process, the study synthesizes existing knowledge to provide a clearer conceptual understanding of how product photography and structured digital content strategies can contribute to strengthening digital business performance.[14]

#### 4. Results and Discussion

##### The Role of Product Photography in Enhancing Visual Quality and Marketing Appeal in Digital Business

The figure illustrates a conceptual process explaining how product photography functions as a strategic element in strengthening marketing performance in digital business environments. In digital marketplaces, consumers cannot physically evaluate products, which makes visual representation the primary medium for communicating product quality and value. [15]The process begins with high-quality product photos, which include proper lighting, balanced composition, and clear visual details. Professional product photography enables businesses to present products in a more structured and visually appealing manner, allowing potential consumers to observe important attributes such as texture, color accuracy, and overall product aesthetics. These visual elements significantly influence how products are initially perceived in digital platforms such as e-commerce marketplaces, social media shops, and online catalogs. When product images are professionally produced and visually attractive, they reduce uncertainty among consumers and provide clearer information about the product's characteristics. Consequently, high-quality product photography becomes the first stage in shaping consumer interpretation of product value and credibility within highly competitive digital marketplaces.[16]

**Figure 1.** Conceptual Flow of the Role of Product Photography in Enhancing Visual Quality and Marketing Appeal in Digital Business



Source: Developed by the authors based on the synthesis of digital marketing and visual communication literature [17], [18], [19]

Following the presentation of high-quality visual images, the next stage involves improved visual perception, where consumers begin forming judgments about the product based on the visual cues they observe. In digital marketing contexts, perception plays a crucial role because consumers often rely on visual information to assess product quality before making purchasing decisions. [20] High-quality images enhance perceived product value, meaning that consumers interpret the product as more reliable, premium, and professionally produced. In addition, strong visual representation contributes to increased brand trust, as consistent and well-designed product images signal professionalism and credibility from the seller or brand. This stage is critical because consumer perception acts as the cognitive foundation that determines whether potential buyers continue exploring the product or abandon the purchase process. When visual presentation successfully communicates product value and brand reliability, it encourages consumers to develop positive attitudes toward the product. Therefore, improved visual perception functions as an intermediate mechanism linking product presentation to broader marketing outcomes in digital business environments. [21]

The third stage of the conceptual model highlights higher consumer engagement, which emerges once consumers develop positive perceptions of the product and brand. Engagement reflects the degree to which consumers interact with digital content through actions such as viewing product images, clicking product pages, sharing content, or participating in discussions related to the product. High-quality visual presentation stimulates greater interest and interaction, encouraging users to spend more time examining product information and exploring additional content provided by the seller. Furthermore, compelling visual imagery can create a stronger emotional connection between consumers and the product. Emotional engagement is particularly important in digital marketing because visually appealing product photos can evoke feelings related to lifestyle, identity, or personal aspirations associated with the product. When consumers feel emotionally connected to a product, they are more likely to develop positive attitudes toward the brand and remain engaged with its digital presence. Consequently, consumer engagement acts as a bridge between cognitive perception and behavioral outcomes, strengthening the likelihood that consumers will progress toward actual purchasing decisions. [22]

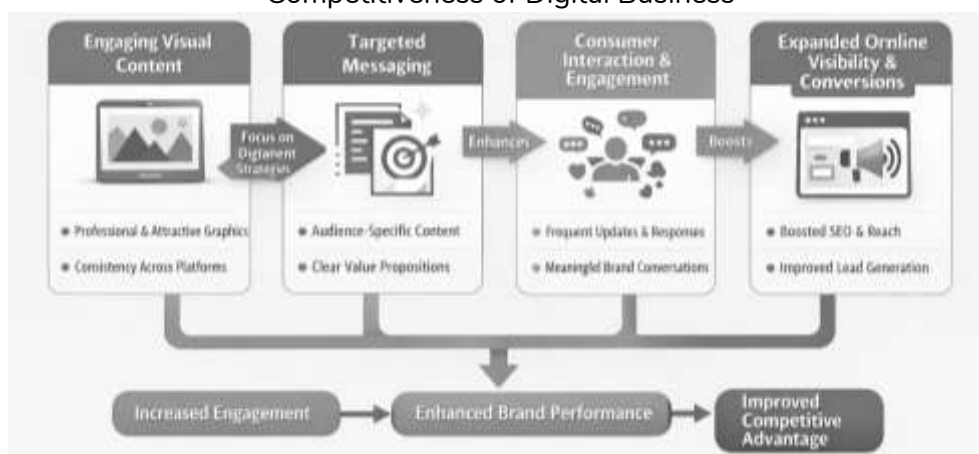
The final stage of the model focuses on increased sales and conversions, which represent the ultimate outcome of effective visual communication in digital business strategies. As engagement levels rise and consumers develop stronger trust in the product and brand, the probability of purchase increases

significantly. At this stage, visual presentation and consumer interaction translate into higher purchase intention, where consumers move from evaluating the product to considering actual transactions. High-quality product images, combined with strong engagement, also contribute to improved sales performance, as visually convincing product presentations reduce hesitation and accelerate decision-making processes. The figure further summarizes this process through three interconnected outcomes: perceived quality, consumer trust, and buying decisions. Perceived quality emerges from the visual evaluation of product images, which then strengthens consumer trust toward the seller or brand. This trust subsequently influences final purchasing decisions, resulting in higher conversion rates within digital marketplaces. Overall, the conceptual flow presented in the figure demonstrates that product photography is not merely a visual support element but a critical strategic tool that shapes consumer perception, encourages engagement, and ultimately strengthens the marketing effectiveness and competitiveness of digital businesses.[23]

### Digital Content Strategies for Strengthening the Performance and Competitiveness of Digital Business

The figure illustrates a conceptual framework explaining how digital content strategies play a central role in strengthening the performance and competitiveness of digital businesses. In digital marketing environments, content serves as the primary medium through which businesses communicate value, attract audiences, and maintain relationships with consumers across multiple digital platforms. The process begins with engaging visual content, which includes professionally designed graphics, visually attractive media elements, and consistent presentation across digital platforms such as websites, social media, and online marketplaces. High-quality visual content functions as the first point of contact between businesses and potential consumers in digital environments. When digital content is visually appealing and consistently presented, it increases the likelihood that users will pay attention to the message being delivered. Professional visual design also strengthens brand recognition and ensures that marketing messages appear credible and trustworthy. Therefore, engaging visual content represents the foundational stage of digital content strategy because it shapes the initial perception of the brand and determines whether audiences continue interacting with the digital content presented.[24]

**Figure 2.** Conceptual Model of Digital Content Strategies for Strengthening the Performance and Competitiveness of Digital Business



Source: Developed by the authors based on the synthesis of digital marketing and digital business strategy literature.[25], [26], [27]

Following the development of engaging visual materials, the next stage involves targeted messaging, which focuses on delivering clear and audience-specific communication. In digital business strategies, content must not only be visually appealing but also strategically designed to match the needs, preferences,[28] and expectations of specific target audiences. Targeted messaging ensures that the information delivered

through digital platforms is relevant and meaningful for consumers. This stage includes the creation of audience-specific content, where businesses tailor messages to particular customer segments based on demographic characteristics, consumer behavior, and market interests. In addition, effective messaging requires the communication of clear value propositions, allowing consumers to easily understand the benefits and advantages offered by a product or service. When digital content communicates clear and relevant value propositions, it increases the effectiveness of marketing communication and reduces ambiguity for potential consumers. As a result, targeted messaging functions as a strategic mechanism that aligns digital communication with audience expectations, strengthening the effectiveness of digital marketing campaigns.

The third stage of the framework emphasizes consumer interaction and engagement, which represents the dynamic relationship between businesses and audiences in digital environments. Digital platforms provide opportunities for two-way communication, enabling consumers to interact directly with brands through comments, messages, likes, and other forms of engagement. Effective digital content strategies encourage frequent updates and responsive communication, ensuring that businesses maintain active communication with their audiences. Regular updates keep digital content relevant and visible within platform algorithms, while timely responses to consumer inquiries demonstrate brand attentiveness and reliability. In addition to functional interaction, digital engagement also involves the creation of meaningful brand conversations, where businesses communicate in ways that build emotional connections and long-term relationships with consumers. When consumers feel that brands actively engage with them and respond to their needs, they are more likely to develop stronger loyalty and trust. Consequently, consumer interaction and engagement serve as a critical bridge between digital communication strategies and measurable marketing outcomes.

The final stage of the conceptual model focuses on expanded online visibility and conversions, which represent the strategic outcomes of well-executed digital content strategies. As engagement levels increase and communication becomes more effective, digital businesses experience broader exposure across digital platforms. This increased visibility often contributes to boosted search engine optimization (SEO) performance and wider audience reach, enabling brands to appear more frequently in search results and social media recommendations. Greater visibility allows businesses to reach potential customers beyond their immediate networks, expanding the scope of digital marketing activities. In addition, effective digital content strategies contribute to improved lead generation, where audiences who interact with content become potential customers interested in the products or services offered.[29] The figure further summarizes these outcomes through three interconnected results: increased engagement, enhanced brand performance, and improved competitive advantage. Increased engagement reflects stronger consumer interaction with digital content, which subsequently improves brand performance in terms of visibility, credibility, and market recognition. Ultimately, these improvements strengthen the competitive position of digital businesses within increasingly crowded digital marketplaces. The framework therefore demonstrates that structured digital content strategies are essential tools for building sustained engagement, strengthening brand presence, and achieving long-term competitiveness in digital business environments.

## Discussion

The findings of this study align with several theoretical perspectives in digital marketing and visual communication that emphasize the importance of visual presentation and strategic content in influencing consumer behavior in digital environments. Visual communication theory suggests that images function as powerful informational cues that shape consumer perception and evaluation of products before purchasing decisions are made. According to Kim and Johnson [10] high-quality visual representation enhances perceived product value and strengthens consumer trust in online marketplaces. Similarly, Luffarelli,

Mukesh, and Mahmood [20] explain that visual aesthetics and product imagery significantly influence consumer judgment and emotional engagement with brands in digital platforms. These theoretical perspectives support the first finding of this study, which demonstrates that professional product photography improves visual perception, increases consumer engagement, and ultimately contributes to higher purchasing intentions. Furthermore, the second finding concerning digital content strategies is consistent with the digital marketing communication framework proposed by Ashley and Tuten who argue that well-structured digital content and targeted messaging play a critical role in enhancing audience engagement and brand interaction in social media environments. In addition, Holliman and Rowley [30] emphasize that strategic digital content management helps businesses communicate value propositions more effectively and strengthen long-term relationships with consumers. Based on these theoretical perspectives, the results of this research indicate that the integration of professional product photography and structured digital content strategies significantly strengthens consumer engagement, improves brand performance, and enhances the competitiveness of digital businesses in online markets.

The findings of this study have important implications for digital business development, particularly in strengthening marketing effectiveness through visual communication and digital content management. The results indicate that product photography is not merely a supporting element in online marketing but functions as a strategic tool for shaping consumer perception and building trust in digital marketplaces. High-quality product images enable businesses to communicate product value more clearly, reduce consumer uncertainty, and create stronger visual appeal that attracts potential buyers. Therefore, digital businesses especially small and emerging enterprises need to invest in improving the quality of their product photography by applying professional lighting, composition, and consistent visual presentation across digital platforms. In addition, the integration of structured digital content strategies plays a crucial role in maintaining audience engagement and strengthening brand identity. Businesses that combine visually compelling product images with well-organized digital content are more likely to increase consumer interaction, enhance brand credibility, and improve their overall digital marketing performance.

Based on these implications, several strategic recommendations can be proposed to strengthen the competitiveness of digital businesses. First, businesses should develop a comprehensive digital content strategy that integrates visual storytelling, audience-specific messaging, and consistent branding across various digital platforms. This approach can improve communication effectiveness and expand audience reach in increasingly competitive digital markets. Second, digital entrepreneurs should prioritize continuous engagement with consumers through regular content updates, responsive communication, and interactive digital experiences that foster meaningful relationships with audiences. Finally, future research is recommended to explore the empirical measurement of visual marketing effectiveness and digital engagement across different types of digital platforms and industries. Such studies could provide deeper insights into how visual communication and digital content strategies influence consumer behavior and long-term digital business sustainability.

## 5. Conclusion

Product photography and digital content strategies play a crucial role in strengthening the performance and competitiveness of digital businesses, particularly within digital marketplace environments. The findings demonstrate that high-quality product photography significantly improves visual perception, enhances perceived product value, and strengthens consumer trust, which ultimately influences purchasing decisions and increases conversion potential. In digital commerce, where consumers rely heavily on visual cues, professional product images function as a strategic communication tool that reduces uncertainty and improves product credibility. In addition, the study reveals that structured digital content strategies such as

engaging visual content, targeted messaging, and consistent interaction with audiences are essential for maintaining consumer engagement and expanding online visibility. These strategies enable businesses to communicate value propositions more effectively while strengthening brand recognition across digital platforms. Overall, the integration of professional product photography and well-designed digital content strategies creates a synergistic effect that enhances consumer engagement, improves brand performance, and supports the long-term sustainability and competitive advantage of digital businesses.

This study has several limitations, particularly in the scope of analysis which focuses mainly on product photography and digital content strategies in strengthening digital business. The findings are also limited to a specific context, so they may not fully represent broader MSME conditions. Therefore, future studies are recommended to expand the research scope, include more respondents, and integrate additional variables such as digital technology adoption, online consumer behavior, and marketplace utilization to provide more comprehensive insights into the development of MSME digital businesses.

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