

ORIGINAL ARTICLE

The role of emotional communication in the promotion of services: case of the Aesthetic Center “ADARA”

El rol de la comunicación emocional en la promoción de servicios: caso del Centro Estético “ADARA”

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Abstract This research analyzes the emotional marketing strategies used to promote services at the Aesthetic Center “ADARA”. A Likert scale survey was conducted with 100 clients, and the results were compared with existing literature. The findings highlight the effectiveness of these strategies in establishing a solid and professional brand image, generating positive emotions, and encouraging purchasing decisions based on emotional connections. High customer satisfaction with the quality of services was also linked to the Emotional Marketing strategies. Although the results demonstrated the influence of these strategies, some responses varied, suggesting the need for adjustments to maximize their effectiveness. In conclusion, this study emphasizes the importance of Emotional Marketing in promoting services and its impact on brand perception, customer emotions, purchasing decisions, and customer satisfaction.

Keywords advertising, consumers, marketing, products, strategies.

Resumen El objetivo de la investigación es analizar las estrategias de Marketing Emocional en la promoción de servicios del Centro Estético “ADARA”. Se aplicaron encuestas con escala de Likert a 100 clientes y se compararon los resultados con la literatura existente. Los hallazgos destacan la efectividad de las estrategias en establecer una imagen sólida y profesional de la marca, generar emociones positivas y favorecer decisiones de compra basadas en conexiones emocionales. La alta satisfacción de los clientes con la calidad de los servicios también se relacionó con las estrategias de Marketing Emocional. Aunque los resultados demostraron la influencia de estas estrategias, algunas respuestas variaron, sugiriendo la necesidad de ajustes para maximizar su efectividad. En conclusión, este estudio enfatiza la importancia del Marketing Emocional en la promoción de servicios y cómo afecta la percepción de marca, las emociones del cliente, las decisiones de compra y la satisfacción de este.

Palabras clave consumidores, estrategias, marketing, productos, publicidad.

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Introduction

Emotional Marketing has been established as a fundamental strategy for promoting products and services across various business sectors (Ortega, 2016). This approach recognizes that emotions are crucial in consumers' decision-making processes. It has been asserted that emotions can be even more influential than objective information or a product's technical features (Barragán et al., 2017).

In Emotional Marketing, companies create genuine connections with their clients, appealing to shared feelings, values, and experiences (Tocas et al., 2018). This approach seeks to establish an emotional resonance that impacts the initial purchase decision and fosters long-term loyalty and positive word-of-mouth.

Emotional marketing is especially relevant in industries with limited tangible attributes, such as aesthetic services. In this context, companies rely on emotional stimuli to create a complete experience without physical products (Carbache et al., 2019). Creating attractive atmospheres, generating pleasant sensations, and promoting emotional benefits have proven effective tactics for fostering an emotional and memorable connection with clients.

The Aesthetic Center "ADARA" has adopted these emotional strategies to highlight its unique value proposition in the market. Implementing Emotional Marketing tactics aims to emphasize the quality of the services offered and establish an emotional bond with clients, creating a positive perception and a lasting relationship with the brand.

In this context, a fundamental question arises: how do the Emotional Marketing strategies employed by the Aesthetic Center "ADARA" influence the promotion of its services and the building of long-lasting emotional connections with clients?

This study aims to analyze the Emotional Marketing strategies for promoting services at the Aesthetic Center "ADARA." The specific objectives focus on determining how the Emotional Marketing strategies implemented by the Aesthetic Center "ADARA" influence brand perception; identifying the emotions evoked by these strategies in clients and their impact on the decision-making process regarding the acquisition of services; analyzing the level of client satisfaction with the services offered by the Aesthetic Center "ADARA", considering emotional, cognitive, and behavioral factors induced by Emotional Marketing strategies; and examining the gender frequency about the use of services provided by the Aesthetic Center "ADARA".

The relevance of this study lies in its contribution to understanding the effectiveness of Emotional Marketing in the

context of aesthetic services. In this area, emotional connections can be decisive in consumers' decision-making processes. Additionally, by analyzing the strategies employed in a specific case like the Aesthetic Center "ADARA", it is possible to obtain a concrete view of how these practices can translate into competitive advantages and long-term loyalty generation.

Emotional Marketing is a tool brands use to convey emotions to consumers, thus promoting the sale of their products (Ortega, 2016). By interacting with the client's psychology through the right combination of thoughts and emotions, a positive perception of the brand is forged, creating a promotional strategy that favorably influences the user.

According to the American Marketing Association, a brand is more than just a name or symbol. It identifies a company's products and services, distinguishing them from the competition. In today's economic landscape, this concept has evolved toward the commercialization of sensations and solutions, implying the sale of a product's tangible attributes and its intangible and emotional aspects (Piñero, 2018).

From this perspective, a brand is defined as the identifier that sets a company, service or ventures apart from others (Carbache & Zambrano, 2020). Promoting this "brand" through various strategies to foster differentiation is essential. In this context, Emotional Marketing is crucial in promoting it effectively, provided it is adequately managed. The consumer will feel attracted and exhibit loyalty, ensuring the business's continued success (Dongo & Mariaca, 2019).

This excerpt addresses the role of Emotional Marketing in creating and promoting brands through the transmission of emotions. It highlights how this strategy influences consumer perception and underscores the transformation of brands into distinctive elements in today's economic landscape. Furthermore, it defines the concept of a brand and emphasizes its importance in differentiation. It underscores the impact of Emotional Marketing on attracting and retaining consumers, emphasizing its contribution to long-term business success.

Methodology

This research adopts a mixed-method approach, integrating qualitative and quantitative research concepts and combining statistical data analysis with contextualized perspectives. The logical inductive method defines this investigation, as it starts from understanding customer satisfaction to verify if the Aesthetic Center "ADARA" strategies effectively foster customer loyalty.

The research was explanatory, as it aimed to find the rela-

relationship between the Aesthetic Center “ADARA” strategies and customer loyalty. Therefore, two data collection techniques were employed: a survey directed at consumers to analyze their satisfaction with the service received and an interview with the Aesthetic Center “ADARA” to understand their emotional marketing strategies. These were conducted using two different questionnaires.

The purpose of this study was to analyze the emotional marketing strategies employed by the Aesthetic Center “ADARA” in promoting its services. The focus was on examining brand perception, the emotions evoked by emotional marketing strategies, their influence on decision-making, and customer satisfaction with the services through a survey directed at its clients.

A structured survey and interview were also developed, including questions based on Likert scales. This survey assessed brand perception, emotions generated by marketing strategies, impact on decision-making, and service satisfaction. Furthermore, items addressing emotional, cognitive, and behavioral aspects related to the emotional marketing strategies implemented by the Aesthetic Center “ADARA” were included.

Regarding the sample, 100 former and current Aesthetic Center “ADARA” clients were selected for the survey. To reach the target audience, the business owners provided client databases. Additionally, efforts were made to ensure the sample was diverse in gender, age, and frequency of service use to obtain a more complete and accurate representation of clients’ perceptions and opinions.

Once responses were collected, a quantitative data analysis was conducted using descriptive statistics. Means and standard deviations were calculated for each survey question. This analysis helped identify trends and patterns in brand perception, emotions generated, and other aspects assessed concerning the emotional marketing strategies implemented by the Aesthetic Center “ADARA”.

For the interview conducted with the business leaders, each response to the questions was analyzed to complement the information on the emotional marketing strategies used in their businesses.

Results and discussion

100 surveys were conducted with clients of the ADARA Aesthetic Center using a 15-question questionnaire with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The results obtained for each variable are as follows:

To measure brand perception, respondents indicated that the Aesthetic Center “ADARA” appeared trustworthy and

professional to them (5). Similarly, 100% considered that the center had a positive reputation (5). Additionally, 100% felt identified with the values conveyed by the brand (5).

These results support Álvarez (2020) claims regarding the importance of aligning brand strategy with the consumer experience to foster loyalty and preference. Furthermore, they align with García (2015) findings that positive perception can lead to customer loyalty. The relationship between perceptions and expectations noted by García (2015) aligns with the high response percentages for questions 1 and 2. Jiménez and Zambrano (2017) statements about sensory marketing and emotions resonate with the positive outcomes for the third question. Likewise, the experiential marketing strategies mentioned by Chiriboga et al. (2018) have established a solid and professional image in customers’ minds.

The complete set of positive responses to questions 1, 2, and 3 reinforces the notion that the Emotional marketing strategies implemented by the Aesthetic Center “ADARA” have effectively built a strong, trustworthy, and professional brand image in the clients’ perception. These results indicate that Emotional Marketing strategies have significantly influenced the positive perception of the brand and the creation of an emotional connection with consumers. This emotional connection can be a key factor in fostering customer loyalty and their preference for the Aesthetic Center “ADARA”.

Regarding the emotions evoked by marketing strategies, the results provide significant insights into the emotions that the Aesthetic Center “ADARA” emotional marketing strategies have generated in respondents.

The responses revealed that 100% of the participants experienced positive emotions due to the center’s advertising (5). This high percentage indicates that emotional strategies have effectively generated positive emotional responses in the audience, supporting the idea that Emotional Marketing can influence consumers’ emotional states and create positive brand associations (Jiménez & Zambrano, 2017).

Seventy-five percent of respondents indicated that the advertising connected with their desires and aspirations (4), while 25% affirmed this in the category of 5. These results suggest that while the majority feel a connection between the advertising and their desires, the intensity of this emotional connection varies. This finding is relevant for adjusting strategies and advertising messages according to individual preferences, aligning with adapting emotional strategies to maximize resonance with different audience segments (Salazar, 2020).

Twenty percent of respondents reported feeling a sense of exclusivity and belonging generated by the advertising (5), while 10% affirmed this in category 4 and 70% in category 3. These results suggest that generating exclusivity and belonging can be an effective strategy for a subset of the audience.

Table 1. Perception, emotional impact, and decision-making: customer evaluation of Aesthetic Center “ADARA”

Questions		5	4	3	2	1
Brand perception						
1	The brand of the Aesthetic Center “ADARA” seems trustworthy and professional to me.	100%				
2	I believe that the Aesthetic Center “ADARA” has a positive reputation.	100%				
3	I feel that I identify with the values conveyed by the brand of the Aesthetic Center “ADARA”.	100%				
Emotions evoked by marketing strategies						
4	The advertising of the Aesthetic Center “ADARA” makes me feel positive emotions.	100%				
5	The advertising of the Aesthetic Center “ADARA” connects with my desires and aspirations.	25%	75%			
6	The advertising of the Aesthetic Center “ADARA” generates a feeling of exclusivity and belonging in me.	20%	10%	70%		
Influence on decision-making						
7	The advertising of the Aesthetic Center “ADARA” influences my decision to choose their services over the competition.	95%	5%			
8	The advertising of the Aesthetic Center “ADARA” convinces me that their services are the best for me.	100%				
9	I feel that the advertising of the Aesthetic Center “ADARA” helps me understand how their services can benefit me personally.	100%				
Service satisfaction						
10	I am satisfied with the quality of the services I have received at the Aesthetic Center “ADARA”.	100%				
11	The services of the Aesthetic Center “ADARA” meet my expectations regarding results.	100%				
12	I actively recommend the services of the Aesthetic Center “ADARA” to friends and family.	20%	80%			
Future intention						
13	I will likely continue choosing the services of the Aesthetic Center “ADARA” in the future.	20%	80%			
14	I am willing to pay a bit more for the services of the Aesthetic Center “ADARA” due to the experience they offer.	10%	90%			
15	I want to participate in activities or events organized by the Aesthetic Center “ADARA” because of my connection.	10%	90%			

However, it is important to note that most respondents (70%) showed indifference to this feeling, indicating that this emotional strategy may not connect uniformly with all audience segments. This underscores the importance of effective segmentation and adequate personalization in emotional strategies to achieve greater effectiveness and emotional connection with all target audiences (Salazar, 2020).

The Emotional Marketing strategies implemented by the

Aesthetic Center “ADARA” have generated positive emotions among the audience. Although there is an emotional connection for a significant portion of the audience, the variability in responses also suggests that certain emotional strategies may require adjustments to achieve more consistent resonance across different audience segments. These findings align with Salazar (2020) statements about the relationship between emotions and customer satisfaction and the need to tailor emotional strategies to individual preferences.

The responses in the category “Influence on Decision-making” provide an in-depth view of how Emotional Marketing strategies influence customer decisions in the context of the Aesthetic Center “ADARA”.

Regarding decision-making influence, a significant percentage (95%) of respondents stated that the center’s advertising influences their choice of services over the competition (5), with 5% in category 4. These results underscore the positive impact of emotional strategies on purchasing decisions, aligning with the idea that emotions play a central role in consumer decision-making (Pelayo et al., 2023).

This emphasizes the essential role of emotional engagement and building a connection with the customer within marketing, as these actions directly affect purchasing decisions (Salas, 2018). Additionally, Andraus et al. (2020) suggest that the emotional component can surpass the rational component in the decision-making process, supporting these findings.

One hundred percent of respondents expressed that the center’s advertising convinces them that its services are the best for them (5). This statement demonstrates the effectiveness of Emotional Marketing strategies in generating positive perceptions in customers’ minds regarding the quality and suitability of services, which, in turn, can influence their purchasing decisions.

Respondents also indicated that the center’s advertising helps them understand how its services can personally benefit them (5). This high percentage suggests that emotional strategies play a key role in effectively communicating the benefits and relevance of the services to individual clients.

Comparing these results with the literature, Piñero (2018) notes that Emotional Marketing aims to provide stimulating and enjoyable experiences that accompany individuals in unique moments. These results validate this approach by showing how the emotions generated by advertising can influence purchasing decisions and perceptions of the services offered by the Aesthetic Center “ADARA”.

Table 1 shows how the Aesthetic Center “ADARA” emotional marketing strategies influence customer decisions. The results illustrate how the emotions generated by advertising impact service choice and the perception of quality and relevance. These findings are consistent with the reviewed literature and reinforce the importance of emotional strategies in consumer decision-making.

Regarding customer satisfaction with the Aesthetic Center “ADARA”, the findings provide crucial insights into how clients perceive these services and how these perceptions may be influenced by Emotional Marketing strategies.

One hundred percent of respondents expressed satisfaction with the quality of the services received at the Aesthetic

Center “ADARA” (5). These results reinforce the idea that Emotional Marketing strategies contribute to the creation of positive and satisfactory client experiences. According to Salazar (2020), customer satisfaction is based on the perception that their expectations have been exceeded, which aligns with these findings.

Similarly, 100% of respondents indicated that the services meet their expectations in terms of results (5). These findings are consistent with the notion that emotional strategies can help create experiences that exceed client expectations, which can be a key factor for satisfaction and loyalty (Salazar, 2020).

Eighty percent of respondents stated that they would actively recommend the services of the Aesthetic Center “ADARA” to friends and family (4), while 20% responded in category 5. These results highlight the positive impact of Emotional Marketing strategies in building strong emotional connections between clients and the services offered by the center, potentially influencing word-of-mouth recommendations and customer loyalty (Salazar, 2020).

Compared to the literature, the relationship between emotions and customer satisfaction is evident, as Álvarez (2020) notes that positive emotions are associated with higher satisfaction. These findings validate this idea by demonstrating how emotional strategies contribute to generating customer satisfaction at the Aesthetic Center “ADARA”.

Table 1 illustrates how Emotional Marketing strategies influence customer satisfaction with the Aesthetic Center “ADARA” services. The high percentages of positive responses suggest that these strategies are creating satisfying experiences that exceed customer expectations and contribute to loyalty and word-of-mouth recommendations. These results are consistent with the reviewed literature and underscore the importance of emotional strategies in building strong relationships with customers.

The analysis of the highlights clients’ future intentions regarding the services offered by the Aesthetic Center “ADARA”. These responses provide essential insights into how Emotional Marketing strategies can influence clients’ decisions to continue using services in the future and their willingness to become more engaged with the brand.

Regarding future intention, the results revealed that 80% of respondents expressed a probable intention to continue choosing the center’s services in the future (4), while 20% indicated this intention in category 5. These findings suggest that while emotional strategies establish a positive connection with clients and generate satisfaction, a segment has not made a firm decision to repeat their choice. It is essential to explore the underlying reasons to address potential uncertainties.

Ninety percent of respondents are willing to pay more for

the services due to the experience provided (4), compared to 10% in category 5. These results indicate that emotional marketing strategies influence clients' perceptions of the value and quality of the center's services. Moreover, they support the notion that emotionally positive experiences can increase clients' willingness to invest more.

Ninety percent of respondents also showed interest in participating in activities or events organized by the Aesthetic Center "ADARA" due to the connection they feel (4), with 10% expressing this in category 5. These results underscore how emotional strategies foster a strong emotional bond between clients and the brand, translating into their willingness to engage in complementary activities.

These findings align with Salazar (2020) perspective that customer satisfaction is the starting point for loyalty and repeat purchases. The clients' willingness to participate in additional activities also reflects the emotional connection generated by emotional strategies, consistent with Baraybar et al. (2017) on the impact of emotions on brand positioning and recall. Table 1 shows how Emotional Marketing strategies influence clients' future intentions regarding the services of the Aesthetic Center "ADARA", revealing their readiness to continue choosing these services and their commitment to additional activities.

The interview with the Aesthetic Center "ADARA" entrepreneurs included a six-question questionnaire. The responses revealed that "Adara" carries special significance in biblical and Assyrian religious contexts. In the Bible, Adara was worshiped by some groups in ancient Israel, representing fertility, nature, and motherhood in Canaanite and Assyrian religions.

Clients respond positively to the name due to its meaning and connotations, which has been an advantage for the business. A meaningful and attractive business name can be a powerful tool for marketing and branding, helping the business stand out and be memorable.

Excellent customer service is fundamental to any business's success and is reflected in client satisfaction. Good customer service builds strong, lasting relationships, leading to client loyalty and positive word-of-mouth. Providing professional service, proper training, and high-quality work are key pillars for long-term success. They help build a strong reputation and retain clients, which in turn can foster recommendations and consistent growth.

Promoting the brand through social media and showing empathy toward clients' needs is an effective strategy for building solid relationships with the audience and conveying positive values. Integrating spirituality and faith in social media presence can be a meaningful way to connect with the audience, provided it reflects genuine beliefs and values,

ensuring resonance and positive brand impact.

Recognizing the importance of giving clients post-treatment care recommendations is highly beneficial. Clear, easy-to-follow maintenance tips, possibly supplemented by written materials or online resources, can help clients adhere to advice and care for themselves effectively post-treatment.

Offering promotions and rewards to frequent customers is an effective strategy for fostering loyalty and engagement. Tailoring these strategies to meet the target audience's needs and preferences and the business's nature is essential. The key is to show appreciation for client loyalty and make them feel valued.

Conclusions

The study on the emotional marketing strategies implemented by the Aesthetic Center "ADARA" verified that these strategies have contributed to establishing a strong and professional brand image in clients' perceptions. The findings reflected alignment with existing literature, highlighting that the positive emotions generated through advertising have influenced consumer loyalty and preference. Despite some variations among audience segments, the relevance of these strategies for impacting purchasing decisions and customer satisfaction was confirmed. The results showed that emotionally positive experiences and high-quality service enhance satisfaction and the intention to return. The entrepreneurs behind Aesthetic Center "ADARA" have effectively distinguished their brand through emotional strategies, from the center's name to loyalty actions, reinforcing clients' trust and perceived well-being, with customers considering the experience as a privilege.

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Conflicts of interest

The authors declare that they have no conflicts of interest.

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Conceptualization: Andraus, C. E., & Loor, C. **Data curation:** Andraus, C. E., & Loor, C. **Formal analysis:** AAndraus, C. E., & Loor, C. **Research:** Andraus, C. E., & Loor, C. **Methodology:** Andraus, C. E., & Loor, C. **Supervision:** Andraus, C. E., & Loor, C. **Validation:** Andraus, C. E., & Loor, C. **Visualization:** Andraus, C. E., & Loor, C. **Writing the original draft:** Andraus, C. E., & Loor, C. **Writing, review and editing:** Andraus, C. E., & Loor, C.

Data availability statement

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

Statement on the use of AI

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