

Developing workplace Critical Thinking (BMSW5101_LON)

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Guide report

1 Introduction about the assessment.

- Guide report. Pg 2
- Introduction: brief explaining, what is (CT) critical thinking, what is evaluate attitudes, belief, and values of systems on workplace behaviour. Pg 3
- The questions: "How do organisational beliefs, attitudes, and value systems affect workplace behaviour? Also, how will tailoring workplace changes for the post-COVID mindset tackle the challenges we face now, and create more resilient businesses in the future?" Pg 3

2 Introduction about the organization

- Individual business report. Pg 4
- Starbucks: behaviour company, how the company started and my point of view. Pg 4
- Explanation of my experience working in Starbucks in the pandemic. Pg 5
- Explanation of why I decided to start with the question: how will tailoring workplace changes for the post-COVID mindset tackle the challenges we face now, and create more resilient businesses in the future?" Pg 5

3. Part 1: answer the question: How will tailoring workplace changes for the post-COVID mindset tackle the challenges we face now, and create more resilient businesses in the future?"

- Used of PESTEL analysis. Pg 6
- Solution for Starbucks. Pg 7

4 How do organisational beliefs, attitudes, and value systems affect workplace behaviour?

- Belief, attitudes, and values. (Some examples about it). Pg 8

5 Part 2: Reflective journal:

- I have chosen Driscoll's module; it has 3 steps. Pg 9
- What, so what? and now what? Pg 10 - 11
- Process of the 3 steps
- Recommendations Pg 11 – 12
- Conclusion

Introduction

This report has 2 parts. The first part is analyses and use the critical thinking to evaluate how the different attitudes, belief, and values impact in the behaviour of the organization. There are 2 important questions that we must answer to (How do organisational beliefs, attitudes, and value systems affect workplace behaviour? Also, how will tailoring workplace changes for the post-COVID mindset tackle the challenges we face now and create more resilient businesses in the future?). The second part of the report is to make a reflective summary of the 9 weeks that we have had throughout the course. To better understand the main part of the evaluation we must understand the meaning of critical thinking and what is the system of attitudes, beliefs, and values. This report will also have theories and management theories which will later be reflected in this report, now we start with the meaning of CT.

Critical thinking is the way of analysing with observation, arguments, facts to categorize which is the best option using brainstorm and then choose the best one to solve a problem. Critical thinking is a skill that we can develop, it has elements, these elements are basic characteristics of critical thinking. These are some of them: They ask questions, collect relevant information, think of solutions and conclusions, consider alternative systems of thought, communicate effectively. CT can vary depending on the situation and context, it can be an internal process and an external process. Now that we know the meaning of critical thinking, we are going to see that the meaning of beliefs and values impact the behaviour of the company.

Haber. (2020). critical thinking.

Belief means when you trust something or accept and hold it with an opinion (Cambridge Dictionary, 2023), values are a series of principles that tell us what is right and what is not (Cambridge Dictionary, 2023), and attitude is a way of expressing your way of thinking and feeling (Cambridge Dictionary, 2023). I would like to give an example of each one. Belief: there are many types of beliefs, for example religious (Buddhism, Christianity, Catholicism, Social ideological (such as liberalism, nationalism, and socialism. Values: Like beliefs, there are many values, such as human values, integrity, non-violence, love, peace, and truth. Finally, attitudes, attitudes and behaviour, positive, negative, and neutral attitude.

PART 1: INDIVIDUAL BUSINESS REPORT

Being clear about what each thing means, I would like to introduce the organization. The organization I have chosen is Starbucks, the reason for having chosen this franchise is that I worked there, and I feel identified with this franchise and since I could assess these characteristics, I would like to be able to do it with Starbucks and give a bit of my critical point of view on the franchise.

INTRODUCTION OF THE COMPANY: STARBUCKS

Starbucks is a company that opened its first branch in 1971 in the United States in Washington, the name of Starbucks is inspired by Moby Dick, in 1981 Howard Schultz, who would be the future president of the company, Howard travelled to Italy in 1983 and would bring the Italian tradition to the United States, he was attracted to the company and a few years later he would buy Starbucks with the help of local investors in 1978. Starbucks gave a change in which it proposed to be a different company in which it brought a feeling of connection to customers. That's why Starbucks has a motto in which they say: ***Our mission to inspire and nurture the human spirit – one person, one cup, and one neighbourhood at a time.*** Starbucks (2023), today this franchise has more than 32,000 stores in more than 80 countries. Starbucks (2023). One of the popular citations of Starbucks is (*Pour your heart into it: how Starbucks built a company one cup at a time*). Starbucks (2023).

Knowing the background of Starbucks and having the clear concepts that we are going to use in this report, I would like to start the first part of the report by commenting on my point of view having worked at Starbucks for more than a year. I will try to be as brief as possible in this part since I would like to be able to express my experiences with more details and the key questions such as the challenges and changes in the workplace due to covid-19 and organisational beliefs, attitudes, and value systems affect workplace behaviour.

MY POINT OF VIEW OF STARBUCKS

As I had told you before, I was working at Starbucks for 1 year and 4 months, that is, from February 2020 to July 2021. The first month was an incredible experience of being able to work in one of the most important coffee shops in the world. A month later the pandemic began, and I spent 3 months without working at home. I started again in June; the atmosphere was tense, and everyone was scared by this terrible disease. There were many measures and restrictions when it came to serving customers, many of the workers were fired or relocated, and at the beginning of 2021 the situation was still a little more stable but tense, more or less around the month of April, the customer began to gain more confidence and the store began to flow a little more, at the end of June the store was back to normal but not for long.

I decided to start with this question (how will tailoring workplace changes for the post-COVID mindset tackle the challenges we face now and create more resilient businesses in the future?) since it is not the same to talk about values, attitudes, and beliefs of a company after having gone through the covid-19 situation.

Part 1: How will tailoring workplace changes for the post-COVID mindset tackle the challenges we face now and create more resilient businesses in the future?”

So that the company have a change and what happened to it in the pandemic does not happen again, the company must know what its strengths and weaknesses are and try to cover those weaknesses. In this case, Starbucks is an industry where you have a B2C business, which means you have a business-to-consumer relationship. We will have to see the external factors that affect the company, and we will do that with a contingency theory. This theory shows us how a company cannot make clear decisions due to external factors that can change its decision. Next, we will use Pestel analysis to look at company facto.

PESTEL ANALISYS

Political: The store must follow the laws and rules of its country, in this case the branch must see the policies of how it gets the primary products, the supply of the products, since Starbucks has specific suppliers.

Economic: In the economic part, companies always look for positive points in sales, such as finding regions in which the company has a stable market. But there are also negative parts such as competitors, the cost of raw materials and emerging economies. Starbucks offers medical packages, pays vacations, and offers incentives to employees.

Social: The social factor is important since it can affect the sales of the business due to social conditions. At Starbucks, the social conditions of the operating area can alter sales. Factors such as lifestyle, diet and cultural media can play a role as they can acquire a new meaning for society. These factors can help both expand and hurt the company.

Technologic: technology can both harm and help a company, the social and technological part go practically together, since today society is connected to technology, in the case of Starbucks this helps technological purchases through mobile phones ,they can obtain delivery services, they can use social networks to write comments both good and bad, also the advances that have been made in machine technology, since coffee machines are now more modern and efficient .

Ecological: Starbucks is not directly affected by ecological factors, but it can be affected indirectly, for example, in the cultivation process of their coffees, such as a bad harvest or not finding a good supplier, they can change to a sustainable trend. and ecological, such as recyclable cups, and this will attract new ecological customers and give a good reputation for the company.

Legal: This part would greatly affect Starbucks since they have legal problems with the workers for not respecting the rights of the workers. The company must comply with employment regulations and licensing regulations.

(Smithson. (2020) Starbucks Coffee Pestel analysis and recommendations.

Now that we know the external factors of the company, we can create solutions to face the challenges of covid-19 and be able to have another mentality. I would like to highlight that to choose these solutions I have applied problem solving skills. In this case there are many solutions, but I would like to say the solutions that can give a change to this company since it has to do with social factors. The social part of Starbucks plays an important role in the change since in the pandemic it forced us to use technology a lot and this can be an aid for change.

- Starbucks could make use of technology to be able to pay electronically before going to the store, according to a publication of *(70% of Starbucks consumers pay like they are sitting on the front porch of an old fashioned Bartles & Jaymes commercial)*. Sources: *Forbes 2020*. This means that people must wait, and they don't like this very much. One of the solutions would be to create a digital payment method, order the coffee and simply go pick it up. I should use drive-thru service, digital ordering, and contactless pay.
- There is no need to wait, and it would save time for the consumer to order at the store and pay. In the USA they are using another solution would be the delivery of the product, many customers cannot go for a coffee or in the event of another pandemic, deliveries would be a great option, Starbucks has implemented this plan and it has delivery services with uber eats and DoorDash, this function is not available in all countries of the world, but most are implementing these services. Sources: *(Starbucks stories and news. 2020)*
- One of the strengths of Starbucks is marketing since in the pandemic it was one of the fundamental keys, this could improve in the sense of creating new applications or creating online communities to always update the customer. Sources: *Starbucks stories and news. (2020)*
- New implementations in stores: In this part, Starbucks plans a restructuring of the environment in which they can serve customers where and when they want, thus improving the customer experience and these can be places with modern concepts which agree on technology. Sources: *Starbucks stories and news. (2020)*

These solutions can help the Starbucks company since in the pandemic most of the problems they had were that they could not have any type of social contact and the products were sold in their stores.

These solutions can be beneficial both for a future pandemic and for future businesses since the digital world has a great reach and this could be the step to a new sales window.

Before moving on to the next part of the report, I'd like to give my view on the solutions I've given Starbucks regarding an upcoming pandemic if it happens again. I think that no one thought that a pandemic was going to be announced in 2020, this was something sudden that reached the whole world, human beings believe that they are capable of solving any threat but the truth is that they are not, to which I mean this is that the best thing if a pandemic happens again, companies will have carried out a series of preventions against this but they will never be able to prevent the problem 100 percent, many times companies believe in their mistakes and it also depends on the factors of the problems, since many companies in the pandemic were affected as they benefited. Source : (Ahram and Taiar .2023, p.653). An example of a company that benefited in the pandemic was Netflix. (*In the first half of 2020, Netflix added more than 26 million global subscribers - beating both Wall Street estimates and its own internal forecasts.*) ACCA (2023) *The unassailable rise of Netflix*

Source : (Ahram and Taiar .2023, p.653) .

Having clear the solutions to address the challenges of covid-19 and change the mentality, I would like to start the next question.

HOW DO ARGANISATIONAL BELIEFS, ATTITUDES, AND VALUE SYSTEMS AFFECT WORKPLACE BEHAVIOUR?

In this case, Starbucks is a company in which it has values, beliefs and attitudes which have been the key to the success of this company. As I had previously said, these three elements are fundamental in a company since they are the pillars when the company, He is going to make a series of decisions. Since these elements can affect behaviour, I would first like to see the values of this company. In this case, Starbucks is a company in which it has values, beliefs and attitudes which have been the key to the success of this company. As I had previously said, these three elements are fundamental in a company since they are the pillars when the company, He is going to make a series of decisions. Since these elements can affect behaviour, I would first like to see the values of this company.

Values

- The values of this company are to create an environment in which the client feels good, to have a relationship of transparency, dignity and respect, the workers do their best to be responsible for the results, they are driven by performance. These are the values of this company that drive them to be one of the most successful companies.

Attitudes

- In this part, the attitudes of Starbucks are respectful towards customers and towards their own workers since they transmit security. In this case they focus on a relationship, they use the human relationship approach theory, this theory It focuses on the importance of attitude, group dynamics and leadership styles that employees have and what they transmit to customers. For Starbucks this is very important since the attitude they have will reflect them and the image they broadcast to the world.

Beliefs

- The beliefs of this company are focused on the company culture, which is to defend values and respect inclusion, diversity where everyone, both customers and workers, have the same respect, warmth, and dignity. The company's beliefs are that they have sustainable coffees verified to be 99 percent ethically sourced. They have created a series of green retail stores where they recycle and invest in 100 percent renewable energy. These are the beliefs of this great company like Starbucks. Sources: Mark, Human resources, Starbucks (2023).

Now to finish the first part of this report I would like to comment on the management theory that Starbucks uses, in this case Starbucks uses scientific management towards its frontline workers, since each worker has a specific type of training which reduces the cost time and improves quality. This theory is a series of plans that is designed to increase productivity, since Starbucks has specific products, and they are not complicated at the time of preparation. To carry out these plans, a data collection is carried out. Today it is easier to collect data through applications or artificial intelligence, which save us a lot of time when analysing data.

Sources: Starbucks Carres (2023)

We can also see how the Starbucks company uses the theories of human relations, since this company wants to transmit to the client a connection in which this is reflected positively in both employees and clients. The basic pillars of these theories is communication, motivation that the company transmits, this leads to a series of advantages as better. Later in the reflection I will comment more on this theory.

PART 2: REFLECTIVE JOURNAL

This is the second part of the evaluation, in this part we will talk about management models, methods and theories. To summarize these nine weeks, I will use the Gibbs circle, since I feel more identified and I will be able to better explain my experience and what I have learned during these nine weeks, this model is specific when explaining something since it has 3 steps, (what? so what? and now what?). The first stage is to describe what happened and what I did, situations or incidents in which I was able to reflect, the second part is how I felt, how I reacted, had any difficulties in this regard, situations that could have influenced and the third part, what that I have learned about the situation or experience, I was able to see an improvement, what could I do for the better, what mistakes I had and how not to make them again. Before starting with the reflection.

The first week gave way by introducing a little about the assessment and its content, following what the workplace is and giving some examples of the local business. The workplace has some concepts that are attitudes, beliefs, and values, these were commented at the beginning of the report explaining what it is and what this means for the companies. Then the emotions follow, which is another key point of the workplace. Management theories are a fundamental tool, and these are a series of rules or regulations that companies have to achieve goals and motivate employees. The theory of management theories has evolved to help employees with more efficient structures, and these originate with bureaucratic management and science with management (hierarchies). Some examples of management theories, human relation, scientific management, contingency theory, systems theory, bureaucratic management. We have also seen the concept of logic and that it has two types of inductive and deductive reasoning.

*Now we will focus on critical thinking, the concept of this was explained at the beginning of the report and I would like to elaborate more on the 2 types of forms that the CT has, the first that is civically and the second that is economically. The CT can vary according to the situation and context, these can be internal and external factors. The CT is a process, not a result, so many people can confuse it, and in turn it can appear both in positive or negative situations, the objective of This is to analyse, you will find several solutions and finally choose the best of all.

*Most employers like a person who is capable of good critical analysis and has skills, so there are some standards and some reasoning elements that we should use, for example, for our work or personal life. That brings us to one of our management theories (Human Relation Approach) HAWTHORNE STUDIES 1924-1932, Mr. Elton Mayo carried out a series of experiments to see the behaviour of workers as they changed when observed and the environment could change the behaviour. This means that people need interaction and, in this case, the productivity of the workers increases. But this has its advantages such as problems between worker productivity and worker happiness, lack of information and data to support needs and satisfaction.

Comment (Had already overcome some theory with which I felt a little more familiar and as time passed, I felt better since I understood each class more clearly, so I continue with the report.)

*In the business world, the business environment can change, and this is due to external factors such as globalization, information, regulations, technologies, etc. These changes can be opportunities or difficulties, but they are always good. This is where critical thinking comes in. It is a series of ideas that can provide solutions to problems, this is where brainstorming appears, that is, the generation of new ideas through others. To create this brainstorming it has had logic, just as critical signalling has two types of thoughts, logic also has two types, inductive and deductive. To find the best solution, you must have good problem-solving skills. Problem solving is the ability or ability of a person to find solutions to problems by searching for information. Here we move on to another topic such as the emergence of scientific management, it was created to improve the workforce using scientific tools such as research and was created by Frederick Taylor. The objective of this tool is to improve tasks, job analysis, salary motivation, management as a science. It received criticism, since it spread to the United States and Europe and did not have very good results at the time. The following project management tool was created by Henry Gantt, it was created to help with project creation and planning of different sizes, it helps to monitor progress.

Comment (At this stage, having entered the subject of critical thinking and some theories such as Frederick Taylor's, I felt a bit lost when it came to understanding it, I needed more time to assimilate the information.)

*Now I would like to move on to another conceptual tool in the gene. It will help us in our critical thinking. This would be the DE BONO'S 6 THINKING HATS METHOD. This function allows us to have 6 different separate thoughts, all focused on the same direction from the same perspective. I can symbolize by colours and hats; each hat is a thought that can be focused on. Blue Hat: The Conductor's Hat, Red Hat: The Hat for the Heart, Green Hat: The Creative Hat, Yellow Hat: The Optimist's Hat, Black Hat: The Judge's Hat and White Hat: The Factual Hat. The following lesson teaches us how a system such as bureaucratic management can change certain objectives for the employee, improvements such as comfort, this was deeply influenced by Max Weber, he was a Lawyer, economist, and sociologist.

*To better understand, the meaning of bureaucratic is the management, or control, of organizations led by a series of people. There are three classic theories and in this case Bureaucracy, there is the rationalization of society, this is a change that occurred in the modern society and brought changes in values, traditions which had an impact on efficiency, predictability, calculability, and dehumanization. It had two fundamental pillars, rule-based power, and hierarchy, this is because Max Weber defined the meaning of bureaucratic and it had a series of elements, these are reflected in companies such as continuity, knowledge of file, reduction of personal cost, etc. In this case, this bureaucratic system can have a series of problems and lacks in the costumer, they need to get neglected.

*Now we give way to decision making, this is a fundamental part of the solving problem, decision making is the process in which the final decision is made to choose the best solution through a search and information gathering. As we discussed earlier, factors can affect a company's decision. decision-making has a process, which has a series of steps in which it is necessary to identify, evaluate, implement and evaluate the impact. These factors that can affect the companies are external factors and for that there is a contingency theory, which means that they are structures which depend on characteristics of the external environment, and these must change or adapt.

And finally, approaching the end of this summary, it only remains to say that in the last classes a summary of critical thinking and systems theories was presented, the types of systems theories that have their characteristics, most of the critical thinking with a series of tools and Strategies to improve critical thinking. This has been a summary of the nine weeks which I have considered and have extracted the most relevant information since some of the

theories that have appeared in this summary, I have used in the first part of the report, and I believe that the ones I have used fit the model of the work that I have chosen.

Once this part has been explained, I would like to continue with the second step of the reflective model. In this part, I must give my point of view on how I felt at a specific moment? Did I have some kind of conflict? How did I react? And now that he was over it.

First part : The experience was a roller coaster since I am at a higher level, the demands are more and the topics in which they not have a great complexity but at the same time there was a lot of information in which you had to know how to choose since there were theories in the that you could not speak them at work since it is about common sense and it was a type of theory in which you sharpened to train yourself to be able to do the job and it is an extensive theory in which you can only take the most important points such as For example, critical Thinking is a very broad subject.

Second part : The first weeks I feel a bit lost since there was a new topic for me and as the classes progressed I understood better what the module was about, halfway through the course I had a small conflict, this report was twice as long as the one I did last quarter and the level of demand was noticeable since it was at level four and now I have gone to level 5. I also had to deal with the same situation with my other module, which is understanding and interacting with the customer experience. As a curiosity, I asked my classmate, and some told me that they were in the same situation as me.

Third part and conclusion: This has been my first report in level 5, and it has been a memorable experience since I have learned how critical thinking can have different factors and points of view. At this point I am going to be critical of myself since I would have liked to be able to manage my time better to have had better results, external factors such as work and personal life have somewhat affected the quality of this report. It will be key to see the results of this report in which I can see what my mistakes have been, since I believe that in this case applying critical thinking to oneself has its limitations, since I have a personal point of view and perhaps I was wrong , so it is better to ask for a second opinion or have some kind of guidance that can see the results from another angle or explanation. That's why it's important to get a second opinion.

RECOMMENDATION

To end this report, I would like to give a few small recommendations about the company.

- In this case Starbuck can reduce the negative impact with these recommendations, such as.
- Creativity: innovation, that the product is in constant development of marketing.
- Prices: prices are fundamental and go hand in hand with marketing, being able to make promotions or discounts to attract customers.
- Cultural: Starbucks has the motto of creating an environment which is friendly and familiar, and Starbucks has created a community in which it can help reduce the sociocultural of other companies.

CONCLUSION

This conclusion is short and to the point, I think it addresses the importance of this report. This report has helped me to learn and improve my critical thinking skills. In this module, the importance of critical thinking is a great ability that human beings normally have by nature, but many times we do not know how to use it, and this can be improved with a series of theories, tools and learning like the one I have had in these nine weeks, this ability can be used unconsciously in daily life and in the workplace. Critical thinking is also linked to emotions, many times when we must decide or having a thought, these emotions intervene when we decide. I hope I have addressed all the points in this report, and I appreciate the help of the lecturer that I had this term.

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