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Remote Management in the beauty industry



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Introduction

Honey-Love Aesthetics is a friendly and thriving small business located in a lively neighbourhood, offering a wide range of services such as aesthetics, nails, eyelashes, teeth whitening, and semi-permanent makeup, among others. the salon offers a luxurious and tranquil atmosphere that emphasises customer satisfaction. As the beauty industry advances, Honey-Love adopts modern technologies to enhance client experiences, refine service delivery, and improve operational efficiency. The trend of remote work is increasingly prevalent in small businesses, particularly in the beauty sector. Social media is incredibly impactful as it serves as an excellent tool for marketing, attracting both new and returning clients, managing bookings, and more.

In today's digital era, remote management has become vital for companies, particularly in sectors that rely on client engagement and personalised services. By utilising sophisticated tools for scheduling, communication, and service management, Honey-Love guarantees that operations function seamlessly, even when team members or clients are not physically present. Remote management offers flexibility, enhances efficiency, and ensures the maintenance of high service quality standards, making it a crucial approach for staying competitive and encouraging growth in a rapidly evolving industry.

This study examines the remote management techniques utilised at Honey-Love concentrating on how these methods improve operational efficiency, client contentment, and staff productivity in the setting of a beauty and aesthetics salon.

Literature Review

Business studies have paid much attention to remote management, and in fact, the rise of digital transformation and cloud solutions has made it even more relevant. This refers to overseeing business operations at a distance using technological tools to make it more efficient, productive, and communication-free. With the improvements in digital infrastructure, its application has started focusing on remote management in the beauty and aesthetics industry.

A review of the theoretical basis, primary benefits, risks, and technological enablers of remote management is conducted for salon operations (Kampani & Jhamb, 2021).

Theoretical Foundations of Remote Management

The theory of organisational management, technology adoption, and leadership theory are associated with remote management. This aligns with the Resource Based View (RBV), which states that a firm can use its technological resources in digital book systems, inventory management systems, and social media platforms to gain a competitive advantage (Barney, 1991). In addition, further explains the impact of the adoption of digital tools on operational efficiency and decision-making, the Technology Acceptance Model (TAM) provides (Davis, 1989). These theories present salon management in the context of digital transformation and how digital transformation can help to optimise workflows and improve customer engagement. A second relevant theory is Transaction Cost Economics, which postulates that a business will strive to cut costs from operational unproductivity (Streat, 2022). It goes along with this philosophy by decreasing administrative exhaustion, optimising workforce efficiency, and streamlining the supply chain. Moreover, transformational leadership theories consider digital leadership digital leadership crucial for motivating and directing employees from far away (Bass, 1990). Effective remote leadership meets the company goals and has a healthy team mindset.

Benefits of Remote Management in the Beauty Industry

Remote management has numerous benefits for salon owners and employees. The most helpful point is operational efficiency: digital tools enable automated scheduling, real-time inventory monitoring, and centralised communication (Nambisan et al., 2019). Salons using cloud-based platforms can monitor regular bookings and change pricing structures as part of their client database remotely and are not required to be physically present. One more great benefit is a higher rate of customer engagement. Aesthetic services are promoted through social media platforms such as Instagram, Facebook, and TikTok, which are used for client transformations and can facilitate direct customer interaction (Kaplan & Haenlein, 2010). Remote marketing initiatives target new and established customers with personalised content, targeted promotions, etc. In addition, there are many cost savings involved. Salon owners can save on expenses related to administrative staff, physical office spaces, and manual handling of bookings (Brynjolfsson & McAfee, 2014). Automation of specific business tasks lowers the costs, enabling better financial management of the business, including payroll processing and tracking of revenue and expenses.

Challenges of Remote Management in the Salon Industry

Remote management has several disadvantages. One of the major concerns is maintaining service quality. Therefore, in the beauty and aesthetics industry, customer experience depends highly on in-person interactions, and owners cannot monitor service delivery remotely (Wirtz et al., 2018). While digital communication can help provide instructions and feedback, it cannot provide hands-on supervision. Challenges in employee engagement and accountability also exist. Since the employees may not have direct oversight, this may lead to failure in motivating employees, not adhering to a schedule, or consistently service delivery to clients (Golden & Gajendran, 2019). High service standards must be maintained, so remote managers must implement effective performance-tracking mechanisms like regular virtual meetings, feedback sessions, and incentive programs. It also brings cybersecurity and data privacy risks. Given the range of these systems to protect sensitive customer information (Zhou et al., 2021), robust security measures are needed for online booking systems, client databases and digital payment platforms. Lack of implementation of strong cybersecurity protocols can cost finances and tarnish one's reputation (Kiriella et al., 2024).

Technological Enablers of Remote Management

Technological enablers are primarily responsible for the success of remote management. Salon business management software that's cloud-based, such as schedulista, Fresha, or Faces, allows salon owners to facilitate the processes of scheduling, paying, and reaching out to clients without hassle (Williamson, 1981). Real-time access to business data on these platforms can be good in that it provides decision-making at the moment and can aid in efficient operations. Pivotal roles are also played by artificial intelligence (AI) and data analytics. Salon clerical tasks – appointment scheduling and customer inquiries – are performed by driven chatbots and virtual assistants, which remove the administrative load of the salon staff (Huang & Rust, 2021). Salons can utilise predictive analytics to offer accurate customer behaviour analysis, pricing optimisation, and optimal product demand forecast, ensuring the right stock amounts. Social media automation tools like Hootsuite and Buffer are available and are handy for remote marketing and content scheduling. Automating posts allows salon owners to maintain consistent brand visibility and engagement with clients, even if they are not physically involved (Kietzmann et al., 2011).

Data Collection and Analysis

Research methodology is an integral part of a study as it determines its structure and reliability. The choice of research method is based on the research question and the data required to process and analyse. The research methods are broadly categorised as qualitative, quantitative and mixed approaches (Pisngot & Cabaguing, no date). However, each method has its advantages regarding data collection and analysis. Qualitative research is a type of research that is done to understand the experiences, behaviours, and perceptions of humans. It is a type of data that is not numerical, includes interviews, focus groups, and textual analysis, among others, and offers in-depth information about the subject (Creswell & Poth, 2016). This method is proper mainly when we investigate social phenomena, attitudes, and business practices that cannot be directly quantified. Qualitative research can help understand the business owners' experiences, challenges, and strategies for remote operations management (Ojala, 2024).

However, quantitative research uses statistical analysis and numerical data to identify patterns, trends, and correlations (Bryman, 2016). It provides measurable and objective results from the structured survey, experiments, and statistical models. Quantitative methods are commonly used in the field of business management for the analysis of financial, customer, and employee performance. However, this might not be enough depth to cover the managerial problems and decision-making process in remote management. In the mixed methods approach, qualitative and quantitative methods are combined to broadly understand a research problem (Tashakkori & Teddlie, 2010). This approach combines quantitative data with qualitative insight to increase the findings' reliability and validity. This is helpful, particularly in business studies where the statistical trend and managerial views have to be studied together (Pisngot & Cabaguing, no date).

The data that can be collected in the research can be classified into two sources of data collection: primary and secondary. 'Original' information obtained directly from sources through surveys, interviews, focus groups, or experiments is primary data (Saunders et al., 2009). This method guarantees that the data is specially crafted for the question of interest in first-hand information. Primary data for remote management studies could be interviews with business owners, employees, or industry experts about how they undertake remote management operations. On the other hand, secondary data are information from previous sources like research papers, books, government reports, industry studies, website publications, etc. (Johnston, 2014). This process is a cheap and quick way to complete the research with little expense because it only needs the already available information to give context and support for the research.

Regarding remote management in the beauty and aesthetics industry, secondary data could be information published in case studies, industry reports, and previous research findings related to the company's digital business management background (Kampani & Jhamb, 2021). However, primary data collection that is more customised and direct results in more time and resources. Although secondary sources are not as specific as the primary ones, they provide essential historical and comparative insight that helps clarify the issue of the secondary research problem.

The method used in this study is a secondary qualitative research method that depends on existing authenticated literature, reports, and case studies to analyse the implementation of remote management assessment in the aesthetics industry. Since the results of secondary qualitative research have already been validated, it provides a means to conduct an in-depth exploration of the topic (Silverman, 2020). Based on academic sources, business reports, and industry information, the study can point out the trends, problems, and best practices for employing a remote business. The study uses thematic analysis, a generally popular qualitative analysis technique used to define, arrange and interpret themes from textual data for data analysis (Braun & Clarke, 2006). As this analysis is based on identifying recurring themes around remote management, namely digital transformation, operational efficiency, employee engagement and customer interactions, thematic analysis is the most suited. There are several steps to thematic analysis:

1. Familiarisation with Data – Review secondary sources to identify relevant information.
2. Generating Initial Codes – Categorising the data into meaningful segments based on key concepts.
3. Searching for Themes – Identifying recurring themes across different sources.
4. Reviewing Themes – Refine and organise themes to ensure coherence.
5. Defining and Naming Themes – Clearly describing each theme and its relevance to the research.
6. Interpreting Results – Drawing conclusions based on thematic patterns.

The study employs thematic analysis to examine qualitative data from secondary sources and identify insights surrounding the efficacy and difficulties of remote management in the aesthetic sector. This approach ensures that the findings are well structured and insightful and that there is existing knowledge regarding academics and industry (Jarnagin, 2021).

Reflection on Research and Personal Experience

As I thought back on my experience with the Gibbs model, I saw that effective remote management necessitates a harmony between technology, organised communication, and trust (please see image 1). Initially I thought that managing operations with digital technologies alone would be adequate, but I quickly ran across issues like staff responsibility and upholding salon standards remotely. This caused me to feel a little disengaged and worried about how well my team was being supported. However, I was able to increase productivity and employee engagement by putting in place frequent video check-ins, establishing clear goals, and making use of performance monitoring tools.

(Gibbs, 1988).



(Fig 1)

This was helpful since I had to explore remote management when I could run my own aesthetics salon remotely. This method taught me about remote company management's theoretical foundations, practical applications, and problems. One of my important ideas was that digital transformation enables remote management. I understood that online booking systems, social media marketing, and cloud-based inventory management were crucial. However, researching these tools shows how they fit with the Technology Acceptance Model (TAM) and Resource Based View of employing digital resources for strategy. Theoretical support has pushed me to use modern technologies to boost efficiency and customer satisfaction. Automation and cloud technologies have helped my salon. Online appointment booking reduces administrative tasks, mistakes, and time. Social media has also helped them build a strong online presence without being in the salon and attract new customers. It enabled remote stock management, ensuring

important items were always accessible without overstocking. Digital business operations literature supports these remote management characteristics.

However, my efforts revealed other issues I had not addressed before. Remotely managing service quality and staff responsibility is challenging. My team and I trust each other, yet I doubt they will reach consumer expectations without my supervision. Remote employee engagement literature recommends virtual check-ins, performance monitoring, and strong communication. I have succeeded in creating a positive work culture. I see where strict employee recognition programmes that help maintain a culture should exist. One of the most rewarding parts of this reflection is only realizing remote management, a continuous learning process. As technologies and strategies are constantly being introduced into the business environment, it's continuously changing.

Remote management has emerged as an essential strategy many businesses adopt for monitoring activities without being there. This approach is constructive in the beauty and aesthetics industry since the salon owner needs to manage many things, including client booking, staff coordination, inventory control, marketing, etc. As digital tools and cloud-based solutions have come to speed up the business world, business owners are taking advantage of remote management, allowing them to continue their business operations smoothly while concentrating on business growth. The operation (Veerupen, 2021). The operation of an aesthetic salon is a prime example of how remote management is done in practice. The daily is carried out smoothly by the salon owner, who is able to handle everything remotely. Online booking systems schedule appointments and clients, cutting administrative workload and increasing customer convenience. Services are promoted through social media platforms, interaction with clients is carried out, and new customers are attracted to social media. Also, stock management is done remotely, without overstocking or shortages, so essential products and supplies are replenished in time.

In addition, remote management also means supervising staff's performance, monitoring the level of the delivered customer service, and intervening in operational issues. Video conferencing, instant messaging, and task management software are communication tools that allow employees to collaborate from a distance. Besides, remote digital accounting solutions help manage financial aspects like payroll processing and tracking revenue (Jarnagin, 2021). How technology empowers business owners to engage with their business without needing physical presence proves that remote management is beneficial in the aesthetics salon world. When proper digital systems and automation are integrated at a salon, there will be greater productivity, higher client satisfaction and more significant business success. The beauty

industry is undergoing a change in thinking towards remote work, so intelligent management is crucial to stay on solid ground.

Discussion

The study emphasises the significance of digital transformation and employee engagement in a successful business. It highlights two key themes: technological adaptation in remote management and employee accountability and engagement. It provides guidance for improving remote operations with minimal service quality and operational efficiency (Gibson, 2021).

Theme 1: Technological Adaptation in Remote Management

Digital technologies have advanced so rapidly that, with the help of such technologies, owners cannot remain out of their establishments. The analysis concluded that they successfully harness cloud-based solutions, digital booking systems, and automated inventory management, streamlining business processes and overall efficiency. This finding is supported by Brynjolfsson and McAfee (2014), who state that businesses leveraging digital tools can increase productivity and better offer customer service. However, online booking platforms are not just used to make appointments; they add to the aesthetics by combining decision-making on the services, receiving reminders, and paying securely as a customer (Tsai & Su, 2022). The cloud-headquartered inventory systems also enable enterprise owners to monitor stock levels, automate reorders, and avoid disruptions in the service offered due to a supply shortage. As TAM suggests (Davis, 1989), these technological advancements drive business technology adoption when ease of use and perceived usefulness are high.

While these offer so many advantages, there are challenges to incorporating technology such as cybersecurity and data protection. According to the study, it will be necessary for businesses that depend highly on digital media to curb data breaches and safeguard client information. Siponen and Oinas-Kukkonen (2007) researched businesses, suggesting using encryption, secure pay gateways, and regular cyber security audits to mitigate risk. In essence, technology enables this remote management but requires constant monitoring and constant updates to maintain security and efficiency (Kampani & Jhamb, 2021).

Theme 2: Employee Accountability and Engagement in a Remote Setting

Remote management is effective only if employees remain accountable and engaged without direct supervision. The study shows that digital tools for communication and work management are good. However, their employees need to have structured engagement to maintain high employee performance in a remote working environment. Kahn (1990) research indicates that employee theory of employee engagement is relevant when employees feel valued, supported and recognised for their contributions. In the light of the aesthetics salon, the staff is expected to be self-motivated, well-trained, and mentally convinced of business objectives and objectives. Studies show that remote managers must establish clear expectations of performance, regular virtual cheque-ins, and a reward system to make accountability work (Meyer & Allen, 1991). Using digital performance tracking tools and feedback mechanisms can support additional transparency and employee motivation. Unfortunately, though, when employees are not connected to management because of no in-person interaction, problems start to arise. This study indicates that these risks may be mitigated with a strong virtual team culture through team meetings, recognition programmes and engaging open communication channels. Remote training opportunities allow employees to continue practising allow employees to continue practising their skills, and maintain high service standards (McCann, 2024).

Conclusion

In conclusion, this study has examined the critical remote management factors in the aesthetics industry and its role in technology adaptation and employee engagement to improve business efficiency and service quality. Remote operations need a digital tool such as an online booking system, cloud-based inventory management and an automated communication platform. The study also highlights the need to set the appropriate cybersecurity standards to prevent client data from getting leaked or the system from going down. Moreover, controlling employee accountability and engagement is a significant challenge in remote management. Structured performance monitoring, regular virtual check-ins, and incentive programs are recommended in the research to sustain employee motivation and consistent service delivery. In addition, a strong virtual work culture supported by an effective communication and recognition system can further enhance employee commitment and productivity. The study found that remote management works with modern digital technologies, appropriate recruitment, and a supportive and responsible work environment.

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