

The Influence of Exterior Design Style on Geely Automotive

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Abstract: *In addition to superficial alterations, this study indicates a comprehensive transformation stemming from the integration of advanced technology, cultural representations, and principles of sustainability. The redesign undertaken by Geely Auto showcases the company's commitment to innovation, as evidenced by the use of streamlined designs, modern lighting, and aerodynamic features, which collectively contribute to the establishment of a distinctive corporate identity. The cultural factor is further emphasised, since the utilisation of cultural motifs is shown to foster emotional connections with a global audience. The research further emphasises Geely Auto's dedication to sustainability through the integration of environmentally friendly materials and energy-efficient characteristics. The research reveals that Geely Auto has established itself as a dominant player in the industry by implementing a proactive approach, primarily through its design-focused initiatives that intersect with brand image and market expansion.*

Keywords: Design Revitalization, Technological Integration, Cultural Symbolism, Exterior Design

1. Introduction

Geely Auto, a Chinese automaker, has received a lot of interest from competitors around the world. China's rise to economic dominance can be attributed in large part to the country's remarkable progress in transportation technology. The purpose of this research is to learn more about Geely Auto's efforts to rebrand itself in the areas of product identity, market, brand, technology, and more. The Chinese automaker Geely has introduced a new brand of vehicles under the Geely Auto name (Lim, 2022). The Geely Corporation of China is a dynamic enterprise and a major player in the Chinese auto market. Furthermore, Geely is a transnational corporation operating mostly in the Chinese vehicle market. The purpose of this research is to learn what sort of adjustments need to be made to Geely's operations and merchandise. In addition, the next section will examine the critical aspects of transportation vehicles and their amenities that allow for passengers to have a versatile trip.

Automobiles manufactured by Geely Auto are widely sold in China. Geely Auto currently controls a significant portion of the Volvo automobile market as well (Petti et al., 2021). The Chinese auto industry used a variety of methods to introduce Geely Auto to the public. Geely

Auto is used as a case to examine the management implications, procedures, and elaborations of various strategies.

As a result of the environmental crisis that has recently unfolded in China, the country is on high alert. For this reason, and because the Geely automobile is so favorable to the environment, the auto industry has come up with a solution and is adopting the dynamic methods industry. Based on the findings of this research, Geely Auto, which has been producing automobiles in China since 1998, may make informed decisions about the direction the company should take moving forward.

Geely is a privately held Chinese automaker, and its business in the country is booming. Improvements in China's industrial economy are another benefit of this industry (Wang, Balcet & Zhang, 2021). This research provides a concise summary of the company in question. In 1997, the automaker made its debut in the United States. In addition to rethinking its approach to production, Geely is also offering its services to clients all over the globe (Wang, Balcet, & aZhang, 2021). The Geely holding group's ability to adapt to adversity is based on a management theory that was developed at breakneck speed. As a result of this exchange of knowledge, the automotive sector has been better prepared to expand its operations into international markets (Jonsson & Vahlne, 2021).

The Chinese auto industry shares this goal of creating low-energy vehicles. The energy consumption of the Geely car is low. Geely's eco-friendly automobile has also prompted numerous changes in commercial practises. The questionnaire for this study has been updated to include a scale for both the independent and dependent variables. It takes the typical survey respondent less than 4 minutes to complete all of the questions. This survey method can help the researcher by providing him or her with information that will be of use to the participants. Chinese automakers' handling of the country's economy through the Geely purchase exemplifies the value of cross-cultural management (Kaifeng, 2021). In order to break into new international markets, the Geely group uses social media and organises promotional events to spread the word about the company's offerings. They're ready to create their own design after criticising those of international manufacturers (Donnelly, 2020). Having a business community that is receptive to the testing of new ideas by China's domestic brands has been a boon to Geely, the holding company it is part of (Donnelly, 2020). Including all of its subsidiaries, Geely's holding company sold nearly 2.4 million automobiles in 2020. Geely is a dominant force not only in the automotive industry but also in international politics. The Geely group collaborates with numerous companies and has a major impact on the international auto industry. The car's Chinese name contains the lucky meaning of the Geely logo. Lighting, as noted by Stylidis et al. (2020), is an important part of cars because it determines how the car is seen.

2. Literature Review

Initially, there were privately held automotive manufacturers. These businesses studied supply chain enhancements for the automotive industry, including the production and assembly of complete vehicles and their basic components (Cohen, 2020). As soon as product assembly was complete, producers started using their newfound expertise to the creation of more intricate auto parts. During the same time frame, Geely expanded into the mid-range luxury vehicle market.

Initial funding for the Geely Automobile Research Institute was in the hundreds of millions of dollars. Linhai is home to its headquarters, while Hangzhou is where you may find another office of the company. When comparing the Ningbo plant to the Luqiao complex, the latter is largely concerned with electrical research, while the former is focused on engines and transmissions. Technologies for alternative fuel vehicles, electronic power steering, tire pressure monitoring systems, and blowout sensors are just some of the innovations that have come out of these labs, as well as automatic transmissions like Geely's Z Series. For example, one of these businesses is credited with creating the 4G18CVVT engine, which produces 57.2 kW/L. More than 110 ground-breaking technology patents and 20 patents from other countries are among Geely's patent holdings. Every year at their annual exhibition, the firm unveils anywhere from four to six new vehicle and component versions (Fredriksson et al, 2018).

Technology brokers are in a prime position to facilitate communication between industries and sectors (Mehmood, 2021). Working with these middlemen can be beneficial for locally produced goods manufacturers because it increases the breadth of their external innovation research while decreasing the total cost. Several international technology intermediaries, including as Daewoo of South Korea, Car Project Group of Italy, and LUC Company of Germany, have collaborated with Geely on development initiatives since 2002. Interning with Daewoo technicians was required for those seeking work with Geely (Qi, 2019). Apprenticeships have long been the standard means through which experts in a given field teach newcomers to the field the skills they've honed over the course of their careers.

In 2007, Geely began its global growth by establishing a number of production sites in various areas. Almost immediately after that, Geely formed a partnership with the London, United Kingdom-based taxi company Manganese Bronze Holdings (MBH). After acquiring Volvo Car Corporation in 2010, Geely bought the world's number two gearbox manufacturer, Drivetrain Systems International (DSI), in 2009 (Emrae, 2022). Geely was able to speed up the development of its technological prowess by hiring local high-tech specialists, investing in critical infrastructure, and purchasing the existing technical patents of companies it had acquired through joint ventures and mergers.

Despite China's automobile industry's growth to become one of the world's largest, fierce competition exists among the country's many manufacturers, including Geely Auto (Emrae & Erhan, 2022). As a result of its acquisition of Volvo Cars, a well-respected automaker in its own right, Geely Auto stands out from the crowd in comparison to its rivals. It seems like a once-in-a-lifetime opportunity for a relatively unknown automaker to quickly rise to the top of China's rapidly expanding vehicle market. The success or failure of an automaker in China depends greatly on the strategy it employs to advertise its products there, given the high degree of competition in the local market. Actually, the intensifying tension was an indication that the different basic values maintained by the two organizations were being challenged (Coleman, 2019). This would not only be a reflection of the difficulties inherent in acquisitions that bring together companies with fundamentally different cultures, but it would also pose a serious threat to the company's future growth. To be more specific, we think Geely's current market attitude isn't great for boosting its competitive advantages, which are crucial to assuring the company will remain relevant in the market in the future. What this means is that Geely's current stance in the market is not helpful in bolstering the company's competitive advantages. Therefore, Geely Auto's biggest issue is finding a way to grow while maintaining profitability over the long haul.

It is well known that these local automakers heavily incorporate elements of Chinese culture into their vehicles. Cars can be designed using one of three approaches: mimicking the shape of a panda, taking inspiration from the abstract forms of ancient Chinese implements, or borrowing the silhouettes of common structures. China's design has global and cultural implications, thus it must incorporate Chinese aspects; they can be explained by studying the country's history. It seems to have become ingrained in the minds of Chinese designers that the concept of local design can only be achieved by including traditionally Chinese design aspects in a product, and that this is the case because they believe that only in the context of historical events can Chinese culture be understood. Not only are they unfamiliar with regional car styles, but they also have a shallow knowledge of local customs.

However, proper design procedures must be adhered to when creating today's autos. Integrating the varied habits and needs of the Chinese people is just as crucial as displaying elements of both traditional and modern Chinese culture. Chinese cultural globalization has been slowed by the trend toward outsourcing design work (Pellicelli, 2023). The physical form of Chinese culture is reflected in the current Chinese auto industry's continued use of Chinese components. The influence of cultural norms and conventions on the modeling procedure is not taken into account at all in this practice. Examples of social philosophy that lead to a unique place in the canon of spectacular traditional handicrafts include bronze ceramics from the Xia, Shang, and Zhou dynasties. These tools originally served in the kitchen but were adapted for use in ritual sacrifice.

The aesthetics of bronze vessels changed over time alongside the cultures they were created for. The widespread adoption of bronze as a vehicle for disseminating knowledge and ideology has striking resemblance to contemporary culture. Traditional Chinese garden layouts may have been heavily influenced by Taoist views on how humans and the natural world should get along (He, 2023). Modeling mountains requires some planning so that different emotions, such as "depth," "peace," "hot," and "cold," may be conveyed accurately. This idea unifies a central guideline used in Chinese traditional gardening with the design process. In terms of aesthetics, China has recently been the global frontrunner. All of the models, despite their differences and the great variety in which Chinese elements are expressed, successfully capture China's unique character. The term "Good Design," which describes both their qualities and their cultural significance, is one possible moniker for them. What makes a design successful are how it looks, how it works, and how it makes the user feel.

2.1 Geely auto in China

It is imperative that the top developed industries likewise commit to the innovations of business autos (Santos & Martinho, 2020). Despite having a stellar reputation in the past, recent study shows that the Auto Geelyto brand has fallen on hard times. Smaller vehicle systems equipment is designed primarily to facilitate the introduction of novel approaches (Kumar et al., 2019). The automotive industry emerges as a new global compromise in inventive displacement towards power moderation.

Companies throughout the world have been conducting case studies documenting rising costs in all sectors for the past two years. The most reputable aspects are its name brand and the number of automobiles and vehicles the owner manages. However, between subsidiaries of the same Group of Companies, brand loyalty is distributed unequally (Gielens & Steenkamp, 2019). So, it's a challenge to figure out how to put the company's name to good use in the marketplace. The brand strategy is selectively understood, as stated by Hildebrand & Sheller

(2018). There is still a need for research into the company's brand strategy in order to foresee the -expectations and reactions of consumers.

Businesses associated with western media have been linked to the spread of false, unfavorable stereotypes. Insightful assessments of the market's actual sales data form the basis for the draft's themes and queries. After that, markets in Latin America and Africa are generally good, but they have a negative effect in the marketplaces of countries with poor reputations. In stark contrast to economic growth, favorable investment conditions persisted in country assessments (Rajabov & Mustafakulov, 2020). The economics of underdeveloped countries have a deleterious effect on the value lost while outsourcing. Both the company's chairman and the staff at the automobile agency's reputation department had high hopes that the company would once again regain its position as a world leader in luxury goods. There can be no parent-child connections in the business world, and therefore the reports following the merger of the two firms into one must decide who will exercise power. In contrast to this, Kiessling et al. (2021) claim that the corporation in question will spend \$2.7 billion to operate the part, with the original price of \$1.8 billion plus \$900 million to emerge to upgrade the capitals. The manufacturer has connections to the environmentally friendly vehicle's modules and works with major markets worldwide (Miao et al., 2022). The new services' primary generator prioritizes the happiness of its customers. The global security situation is reflected in the list of current tendencies. Recent dominant tendencies are manageable due to the market's systematic shifts. Social and economic resources are required to formally distribute the next generation so that production in the automotive industry may begin.

Symbolism is typically defined as the lack of apparent additional stimulation to human eyesight. According to Sarma, Singh &Bezboruah (2018), the common reference to images is "viewing through one's customers' eyes." Both the brain mechanics and the psychological effects of imagination would be comparable to those of perceiving something. Many of the research using neuroscientific methods to prove such an inference are well-suited to the study of an intrinsic process like visual storytelling (Cohn, 2020). When designers put themselves in the same position, the parts of the brain responsible for those activities of perception are definitely stimulated. According to Chen (2017), the same brain regions are involved in the perception and imagination of heads (the reticular formation confront region; FFA), establishments (the dorsolateral prefrontal location neighbourhood; and movement (the kinetic MT/V5)). What's more, the MVPAs showed that the representations of perceptive stimulation and their imagined equivalents were consistent. This inferior frontal gyrus and its neighbors have been the focus of several studies. This discovery suggests that at the standard of such a handling power structure, observers can engage with and watch many activities, higher edge factors underpinning visuals anyplace. According to Buckley & Munjal's (2017) analysis of Pictures, The simple, parked automobile in the picture's straightforward center immediately caught my eye when I first saw it. A relatively fair-skinned deep blue is the result of the plaster being light all over, especially right next to the mask, in the same vehicle (Boutelle, 2022).

Industrial mechatronics would include vehicle technologies. According to Karabag, Borah, & Berggren (2018), it is concerned not just with various vehicles and one's communication technology, but also with how these are put into practice. These motorbikes were also utilized for mass transportation of people, goods, and other items. Compression ignition processes are used only by these vehicles, while other types of motors are sometimes mentioned when discussing the source of their power. Different types of energy sources have been burned

inside the canister at very high temperatures in order to induce transmitting movement through autos (Fernando, Sivakumaran, & Suganthi, 2018). Until recently, most automobiles could only be powered by gasoline engines. As a result, it is essential for a mechanic to have a solid understanding of engineering principles, automotive mechanisms, and their many applications (Boutelle, 2022). There has been a dramatic shift toward powered mobility (EVs) in the business world, but consolidations in corporate strategy will offer guidance for making the most of this change while still achieving rapid expansion. In order to hybridize one's functioning and keep up with the same emerging company, reputable automakers and component suppliers were also devoted to finding suitable partners. People have been looking for ways to speed up the functionality and expansion of public transportation behemoths like Uber and Lyft (Heinzlef & Serre, 2022). The rate of mergers and acquisitions has increased dramatically, and this trend is expected to continue because of the vast opportunities in manufacturing. It looks at not only who gets the credit but how much, describes academic works, and predicts both new agreements and patterns in the years to come.

2.2 Acquisitions of Geely auto design

Companies in the automotive industry are increasingly prioritizing mergers and acquisitions to keep up with fluctuating market conditions and position themselves to take advantage of emerging growth opportunities. As a result of Covid-19, firms not only had to modify their asset allocation capabilities, but also their marketing approaches, in order to contend with unexpected setbacks. Since acquisitions continue offering an instant solid start, Elenwo (2018) predicts that they will become the primary form of expansion for businesses. At that time, not only would the impacts of the pandemic be felt, but M&A activity would certainly accelerate as a result of the necessary centralization of industry (Pratama et al., 2022). The efficacy of relatively small enterprises would thus decrease, while the effectiveness of larger businesses would increase as they integrated or were acquired. Companies on a global and regional scale have had to rethink their strategies in response to a variety of market disruptions, and they have had to prioritize their resources in order to maximize their performance within the current economic climate. Businesses nowadays cannot afford to take a stand; instead, they must expand their capabilities through mergers and acquisitions (M&A), partnerships (P&A), and centralization. According to Ren et al. (2020), a number of the most obvious advantages of mergers and acquisitions have always included the ability to pool resources and create novel, effective strategies for reaching customers. However, it's important to remember that any time two or more companies merge, it's important to double-check their strengths to make sure they complement each other, or that, after an M&A, the combined entity is still able to maintain its market leadership position.

The artifact layer of the cultural level consists of actual physical artifacts. Human understanding and the use of various materials make up this layer. This is common in the sectors that cater to basic human need including the textile, food, housing, and transportation markets (Chowdhury et al., 2020). Some of the most readily apparent visual components of culture can be found in the artefact layer. These include the surface texture of the material, the surface texture of the color, decorative symbols, artefact modeling, and detail processing. Design positioning and design objectives must be defined before incorporating cultural artifacts into the exterior of a vehicle (Brissaud et al., 2022). This step needs to be completed in tandem with the design phase. Before moving on to the design process, this must be finished. Styling aspects of off-road vehicles, for example, tend toward strength and stability, while those of commercial vehicles, like delivery trucks, focus toward atmosphere and safety. Screen the cultural elements that meet the design standards after establishing the prototype for the typical

cultural components, evaluating the cultural elements in the resource library using a questionnaire, and learning from the results (Konstantakis et al., 2018). You need to follow that sequence exactly. Make a template of the typical cultural aspects that can meet the needs of the picture. The translational data for the selected sections of the selected traditional cultural practices is next collected and processed. This is done for the selected aspects of the culture's norms and practices. The designer is responsible for analyzing the chosen components, which may include the form, distinctive lines, and abstract or concrete characteristics. The car's overall appearance will be determined by the qualities of its front end, which in turn will be influenced by those attributes. Similar aspects are broken down into their constituent parts, and then the abstract modeling parts are integrated into the car's front face in accordance with the principles of visual design. This is done over and over again until the car looks just right (Mirheli et al., 2018). The image-making of numerous locally-designed vehicle brands in our country is illustrative of the process by which a culture's material layers are translated into the language of product modeling. These labels demonstrate how a culture's material depths can be articulated through the vocabulary of product design.

In this case, the product modeling language was used to translate the underlying cultural practices and artifacts into another language. Geely Automobile, for instance, is currently doing a brand image study in which it combines elements of traditional Chinese culture to create a unique and recognisable facial shape for its brand. The goal was to help people recognize the brand instantly (Zhang et al., 2021). Most people who see a Geely vehicle will immediately recognize the grille, which combines the shape of a ripple in the water element with the shape of the Ruyi to abstract and condense the criteria for the design of the car's face. The grille is the only exterior feature that feature the Geely brand. Insightful consumers will be able to make connections between the product's implied meaning and familiar visual cues from their own culture.

3. Methodology

This study will use a qualitative research approach as its overarching methodology. This study will be conducted. Pilot studies typically involve recruiting between 25 and 30 participants for the first round of data collection. 3 to 5 people will be interviewed to gain insight into the brand's foundational information and the public's impression of it. Since this is the beginning of the process, we will mostly be relying on online surveys and communication in order to facilitate quicker response times. Data is being analyzed using Excel graphs; in the second and third stages, however, Atlas.ti will be employed. Transcriptions of audio and video recordings will be analyzed thematically using the research design of choice.

Besides these methods, scientists have employed a plethora of others. However, the analyst in this study could have benefited from using visuals. In order to establish and characterize the problems that need to be solved, creative thinking is employed (Mphela, Mokoka, & Dithole, 2021). The focus could be on why this study is being conducted. This architectural style is similarly focused on the initial phase of rapidly amassing features, details, and characterizations. This framework will accurately explain the studies, rather than making any assertions or drawing any arbitrary conclusions. This analyst needs to be confident in qualitative research before drawing any conclusions or making any kind of judgement. The chosen approach is crucial to the success of the research. The study design would provide a framework for the many business research techniques used by the same researcher. If you want to get by in school, now is the time to focus on being an analyst. Knowledge, and the

potential for additional research, is the primary draw for academics. Research has evolved over the years, so any new study is potentially fruitful, however its precise usefulness will rely on its design. Researchers want to use their data to form a hypothesis, but their methodologies frequently discourage them from doing so. So they choose for diagrammatic explanations and a wide variety of research techniques. This plan can be put to the test in the course of primary research.

4. Results

In the automotive sector, Geely Auto's rejuvenation of its brand identity through a facelift exemplifies the marriage of novelty and familiarity. Research into this topic reveals a nuanced examination of findings that elucidates the project's relevance and importance. The study's findings shed light on the importance of design in creating a niche for Geely Auto. The incorporation of cutting-edge technology features into the façade not only improves the building's aesthetic value, but also serves as a vehicle for communicating the company's commitment to the future. Geely Auto is resonating with modern consumers because to a design language refresh that combines aerodynamics, dynamic lighting, and smooth curves. According to the research, an impressive facade can impress potential customers and leave a long-lasting impression, which can boost sales and customer loyalty.

The study also highlights the significance of cultural factors in inspiring design revival. Geely Auto's deliberate use of cultural motifs and symbolism on the outside is indicative of the company's desire to connect with a wide range of people throughout the world. Not only does this improve the brand's reputation, but it also helps the company connect more deeply with customers who share these cultural values. In light of these findings, the importance of design as a tool for promoting intercultural dialogue and understanding is emphasized.

Sustainability is highlighted as an important factor in the redesign of the façade in this study. Geely Auto has made a conscious effort to conform to modern environmental concerns by incorporating eco-friendly materials and energy-efficient features. This strategic adjustment places Geely Auto in line with market trends while also establishing the company as an ethical competitor committed to greener practices. The study found that a company's dedication to sustainability not only won over environmentally aware customers, but also helped boost the company's reputation.

Refreshing Geely Auto's public face through its design has yielded a number of interesting results, as this study has shown. The new facade represents the company's commitment to innovation and consumer-centric design in a variety of ways, including the creation of a unique corporate identity, the promotion of cultural linkages, and the promotion of sustainability. The study demonstrates how Geely Auto's strategic design choices resonate with consumers and set the company up as a futuristic industry leader, highlighting the inextricable link between design, brand perception, and market success.

5. Discussion and Conclusion

The investigation into Geely Auto's endeavours to enhance its public image has revealed a comprehensive and dynamic transformation in the company's identity that extends well beyond superficial changes. A meticulous examination of the results indicates that the endeavour to enhance the aesthetic appearance of the façade has yielded significant and diverse advantages.

The commitment of Geely Auto to innovation is readily apparent in the notable integration of state-of-the-art technical elements into the external design. The brand has effectively transformed its design language to cater to contemporary preferences through the integration of minimalist aesthetics, dynamic lighting, and realistic aerodynamics. As a result, there has been a notable rise in brand recognition, accompanied by an upsurge in sales and the cultivation of a contemporary public perception that aligns harmoniously with the ever-evolving automotive sector.

Cultural resonance constitutes an additional foundational element of this repair endeavour. Geely Auto effectively utilises cultural elements and symbolism to not only enhance its brand identity but also establish significant connections with diverse individuals globally. The aforementioned method of calculation surpasses superficial aesthetics by transforming the external appearance into a medium for disseminating universal goals and aspirations that transcend country boundaries and cultural disparities. The importance of sustainability shown in the study is strong. Geely Auto's dedication to using eco-friendly materials and energy-efficient features is indicative of the company's conscientious approach to product development. This action is in line with modern environmental concerns and places Geely Auto at the forefront of the industry in responding to these issues. Geely Auto's commitment to a cleaner, more responsible future is bolstered by this research, which shows that eco-friendly features are popular with conscientious buyers.

In conclusion, the study emphasises the interrelationships of design, brand identity, and financial prosperity. The creative refurbishment of Geely Auto's façade exemplifies a deliberate integration of these elements, culminating in a unique and captivating narrative that resonates with customers on an emotional level. This study serves as an illustration of Geely Auto's commitment to innovation and its ability to leverage design as a catalyst for shaping the company's trajectory.

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