

ADAPTION OF DIGITAL MARKETING TECHNOLOGY MANAGEMENT FOR ENERGY ENGINEERING INDUSTRIES IN THAILAND

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Abstract

Qualitative research on digital technology and marketing in energy and mechanical engineering sectors satisfies dynamic world expectations. Energy engineering focuses on sustainable sources, reducing fossil fuel dependency. Both fields experience significant developments, including automation and smart systems for efficiency and innovation. Digital technology transforms energy generation, consumption, and environmental impact through IoT, AI, big data, and cloud computing. Companies using digital solutions enhance operations and sustainability. Digital marketing is vital for market presence and customer engagement. Research aims to explore advantages and challenges of digital adoption in these industries. By using qualitative research methods like interviews, surveys, and data analysis, valuable insights can be gathered from professionals and stakeholders 6 company energy in Thailand. Evaluation criteria include efficiency, sustainability, customer engagement, and market competitiveness. The findings will shed light on successful digital integration strategies, guiding companies to enhance operations and market position. Leveraging digital technology and marketing yields advantages like improved efficiency, reduced environmental impact, enhanced customer satisfaction, and a stronger competitive edge. The integration of digital technology and marketing holds immense potential for progress, sustainability, and customer-centricity in energy and mechanical engineering. Understanding digital adoption implications empowers businesses to thrive in a changing world. Embracing digital transformation positions companies at the forefront, ensuring a prosperous, sustainable future amid global challenges.

Keywords: Digital Technology, Digital Marketing Management, Energy Business, Mechanical, Industries.

INTRODUCTION

The market economy [1] in Thailand began at the end of 1986, later than the global market economy, leading to a gradual application of competitive advantages from the macro to the micro level. While Thailand's retail market, particularly supermarket retailing, may be smaller than some regional markets, it possesses fundamental conditions for rapid development, including a large population of young people, a high economic growth rate, and a continuously rising standard of living. This potential for retailing development in Thailand is substantial, and the future prospects for supermarket business are promising. Simultaneously, the energy engineering sector in Thailand also stands to benefit from digital technology and marketing advancements to address challenges and seize opportunities for growth. Digital Marketing Evolution and its Impact: With the advent of the internet, corporations shifted their marketing strategies, giving rise to digital marketing [12]. This form of marketing incorporates websites, social media, search engines, and apps, providing a two-way interaction between companies and consumers. In the retail industry, supermarkets in Thailand are increasingly recognizing the significance of digital marketing in reaching and engaging customers effectively. At the same time, energy engineering companies are exploring digital marketing methods to communicate their services and sustainable solutions to potential clients [2]. Importance of Digital Marketing in the Current Economic Climate: As technology advances, both retailing enterprises, especially

supermarkets in Thailand, and energy engineering firms are adapting their marketing strategies to leverage digital platforms. Email marketing, search engine optimization (SEO), and data-driven analytics have played crucial roles in improving customer targeting and enhancing engagement. Moreover, the growing preference for online interactions on smartphones and digital devices emphasizes the importance of effective digital marketing for both sectors [3].

Enhancing Competitive Advantage in Retailing and Energy Engineering: Supermarkets in Thailand are facing increased competition, not only from local rivals but also from international retailers entering the market. To thrive in this competitive landscape, supermarkets must enhance their capabilities and utilize their competitive advantages through effective digital marketing tactics. Similarly, energy engineering companies must differentiate themselves by showcasing their expertise, sustainable solutions, and innovative technologies through digital marketing to gain a competitive edge.

Investigating Elements Influencing Competitive Advantage in Both Sectors: The research will delve into the various elements that influence the competitive advantage of supermarkets in the retail industry and energy engineering companies. Understanding these factors will enable the formulation of tailored digital marketing strategies for each sector, optimizing their positioning and growth potential in the market.

LITERATURE REVIEW

Energy Engineering: Energy engineering is a field of engineering that deals with the generation, distribution, and efficient utilization of energy resources. It involves designing and implementing systems and technologies for energy production from various sources, such as fossil fuels, renewable energy, and nuclear power. Energy engineers work on projects related to power plants, electrical grids, energy storage, and energy efficiency [4].

Mechanical Engineering: Mechanical engineering is a branch of engineering that focuses on the design, analysis, and manufacturing of mechanical systems, machines, and devices. Mechanical engineers work on a wide range of projects, including product development, robotics, automation, HVAC (heating, ventilation, and air conditioning) systems, and transportation equipment.

Digital Technology: Digital technology refers to the use of electronic devices, software applications, and computer-based systems to process, store, and transmit data. It encompasses a wide range of technologies, such as the Internet of Things (IoT), artificial intelligence (AI), big data analytics, cloud computing, virtual reality (VR), and augmented reality (AR) [5].

Internet of Things (IoT): IoT is a network of interconnected devices, sensors, and objects that can collect and exchange data over the internet without human intervention. In engineering industries, IoT enables smart and interconnected systems that provide real-time data, enabling remote monitoring, automation, and predictive maintenance.

Artificial Intelligence (AI): AI refers to the simulation of human intelligence in machines that can perform tasks that typically require human intelligence, such as problem-solving, learning, and decision-making. In engineering [13], AI can be used for predictive modeling, optimization, pattern recognition, and autonomous control systems.

Big Data Analytics: Big data analytics involves the process of examining large and complex datasets to uncover patterns, trends, and insights. In energy and mechanical engineering, big data analytics can be applied to optimize energy consumption, predict equipment failures, and improve operational efficiency [10].

Cloud Computing: Cloud computing is the delivery of computing services over the internet, providing on-demand access to a shared pool of computing resources, including servers, storage, databases, networking, and software

applications. Cloud computing allows businesses to access and manage data and applications from anywhere, improving collaboration and scalability. Digital Marketing Management: Digital marketing management refers to the strategic planning, implementation, and analysis of online marketing activities to promote products, services, or brands. It involves various digital channels, such as websites, social media, email, search engines, and online advertising, to engage with target audiences and achieve marketing goals [11]. Efficiency: Efficiency in the context of energy and mechanical engineering refers to the ability to accomplish tasks with minimum waste of resources, time, or effort. Digital technology can improve efficiency by automating processes, optimizing energy usage, and streamlining operations.

Sustainability: Sustainability involves meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. In energy engineering, sustainability can be achieved through the integration of renewable energy sources and the reduction of carbon emissions. In mechanical engineering, it can involve designing products and systems that have minimal environmental impact throughout their lifecycle. Customer Engagement: Customer engagement refers to the interactions, communication, and involvement between a company and its customers. In digital marketing management, customer engagement involves creating meaningful and personalized interactions with customers to build relationships, enhance brand loyalty, and encourage repeat business. Bangchak Corporation Public Company Limited: Bangchak Corporation is an integrated energy company that operates in refining, marketing, and distributing petroleum products. The company also explores opportunities in renewable energy, such as solar power and biofuels. Bangchak has been actively investing in sustainable energy projects and promoting eco-friendly practices.

RESEARCH DESIGNS

The research will adopt a qualitative approach to explore and understand the integration of digital technology and digital marketing management in the energy engineering and mechanical engineering industries. Qualitative research is well-suited to capture in-depth insights, perceptions, and experiences of professionals, experts, and stakeholders in these sectors. The following is a detailed explanation of the qualitative research methods:

In-Depth Interviews: Conduct in-depth interviews with key personnel, decision-makers, and industry experts from energy engineering and mechanical engineering companies. These interviews will be semi-structured, allowing for open-ended questions and in-depth discussions about the challenges, benefits, and strategies related to digital technology adoption and marketing practices, 6 company energy in Thailand consist of:

Electricity Generating Public Company Limited (EGCO): EGCO is a leading independent power producer in Thailand, engaged in electricity generation from various sources, including natural gas, coal, hydro, wind, and solar. The company focuses on sustainable power generation and has several renewable energy projects in its portfolio.

Global Power Synergy Public Company Limited (GPSC): GPSC is a subsidiary of PTT and operates in the power generation and energy-related businesses. The company is involved in thermal and renewable power generation, including solar and

biomass energy.

B.Grimm Power Public Company Limited: B.Grimm Power is a renewable energy developer and power producer in Thailand. The company focuses on wind, solar, and hydroelectric power projects, contributing to Thailand's clean energy goals.

Energy Absolute Public Company Limited: Energy Absolute is a prominent player in the renewable energy sector, known for its involvement in solar energy and electric vehicle (EV) businesses. The company operates solar farms and manufactures EV batteries and charging stations.

RATCH Group Public Company Limited: RATCH Group is a leading power generation company in Thailand with investments in conventional and renewable energy projects. The company is committed to sustainable development and clean energy initiatives.

Sino-Thai Engineering and Construction Public Company Limited: While primarily an engineering and construction firm, Sino-Thai is involved in the energy sector, particularly in providing engineering services for energy projects, including power plants and renewable energy installations.

Focus Group Discussions: Organize focus group discussions with relevant stakeholders, such as customers, engineers, and marketing professionals, to gain diverse perspectives on the impact of digital technology and marketing in these industries. Focus groups promote interactive discussions and provide valuable qualitative data.

Document Analysis: Analyze existing documents, reports, and publications related to digital technology integration and marketing strategies in the energy and mechanical engineering sectors. These documents may include company reports, marketing materials, and industry publications, providing valuable insights into the practices and trends in these industries.

Case Studies: Conduct in-depth case studies on selected energy engineering and mechanical engineering companies that have successfully implemented digital technology and marketing initiatives. Case studies offer a detailed examination of real-life examples, highlighting the challenges faced and the factors contributing to success.

Thematic Analysis: Use thematic analysis to identify common themes, patterns, and trends in the qualitative data collected from interviews, focus groups, and case studies. This analysis will help in uncovering recurring ideas and perceptions related to digital technology and marketing management.

Triangulation: Employ triangulation by cross-referencing information from different sources and methods to enhance the credibility and validity of the findings. Triangulation involves comparing data from interviews, focus groups, and document analysis to strengthen the overall research conclusions.

Criteria for Evaluation: Develop qualitative criteria to evaluate the impact of digital technology integration and marketing strategies in the energy engineering and mechanical engineering industries.

The criteria may include:

- a. **Perceived Benefits:** Understand the perceived benefits of digital technology adoption and digital marketing strategies from the perspectives of professionals and stakeholders.
- b. **Challenges and Barriers:** Identify the challenges faced by companies during the integration process and the barriers to successful implementation.
- c. **Customer Engagement:** Examine how digital marketing practices influence customer engagement, satisfaction, and loyalty in both industries.
- d. **Organizational Culture:** Investigate the role of organizational culture in facilitating or hindering the adoption of digital technologies and marketing practices.

The qualitative research methodology will provide rich and nuanced insights into the complexities of integrating digital technology and digital marketing in energy engineering and mechanical engineering industries. It will offer valuable information to guide decision-making and inform strategies for successful digital transformation in these sectors.

RESEARCH RESULTS

Energy companies in Thailand are encountering progressive changes in technology and marketing strategies to adapt to the evolving energy industry and meet the changing demands of customers. **Technological Transformations in Energy Companies in Thailand:** **Renewable Energy Production:** Energy companies in Thailand are committed to increasing the share of renewable energy to reduce reliance on fossil fuels and natural gas, which have contributed to climate change. **Utilization of Smart Technology:** Energy companies in Thailand are incorporating smart technology to control and manage energy production, enhancing operational efficiency and reliability. **Decentralized Energy Systems:** Companies are shifting towards decentralized energy systems that prioritize on-site energy generation and utilize renewable energy sources, reducing dependence on centralized power sources that are subject to fluctuations.

Marketing Transformations in Energy Companies in Thailand: **Digital Technology Utilization in Marketing:** Energy companies are leveraging digital technologies to enhance marketing efficiency and communicate with customers. This includes utilizing social media platforms and online channels to increase market share and foster customer relationships.

Customer Service and Satisfaction: Emphasis is placed on providing excellent customer service and building customer satisfaction. Companies offer guidance on adopting new technologies and establish online platforms relevant to their business.

Sustainable and Renewable Energy Focus: Energy companies in Thailand emphasize sustainability and renewable energy in marketing efforts to enhance their reputation in the market and build trust among consumers. The focus on sustainable and renewable energy is a key aspect of marketing efforts by energy companies in Thailand. This strategic emphasis aims to achieve several important objectives:

Enhancing Reputation: By prioritizing sustainable and renewable energy sources, companies seek to improve their reputation and image in the market. Embracing

environmentally friendly practices demonstrates their commitment to responsible and ethical business operations, which can positively influence how customers, investors, and stakeholders perceive the company.

Building Trust: Emphasizing sustainable and renewable energy helps build trust and credibility with consumers. As environmental concerns and climate change become increasingly prominent issues, consumers are more likely to support and trust companies that actively contribute to sustainable practices and reducing their carbon footprint.

Meeting Customer Demand: There is a growing demand from customers for eco-friendly and sustainable energy solutions. By promoting renewable energy options, companies can attract environmentally conscious consumers and meet their preferences for cleaner and greener energy sources.

Differentiation in the Market: In a competitive energy market, focusing on sustainability and renewable energy sets companies apart from their competitors. This unique selling point can give them a competitive advantage and appeal to a broader customer base looking for environmentally responsible choices.

Regulatory Compliance: The Thai government has been increasingly promoting sustainable practices and renewable energy development through various policies and incentives. By aligning their marketing efforts with these government initiatives, energy companies can showcase their commitment to meeting regulatory requirements and contributing to the country's sustainable development goals.

Attracting Investments: Investors are increasingly interested in supporting companies that are committed to sustainable practices and align with environmentally responsible principles. A strong focus on sustainable and renewable energy can attract investment and partnerships from environmentally conscious investors and organizations.

The transformations in technology and marketing strategies within the energy sector in Thailand are vital to increase market presence and meet the rapidly changing customer demands. Utilizing digital technology in production and marketing is an essential tool to improve efficiency and stability in the Thai energy industry. The transformations in technology and marketing strategies are crucial for the energy sector in Thailand to stay competitive, expand market presence, and effectively respond to evolving customer demands. Embracing digital technology in both production and marketing offers numerous benefits and plays a significant role in enhancing efficiency and stability within the Thai energy industry. Here are some key points to highlight the importance of digital technology:

Enhanced Operational Efficiency: Integrating digital technology into energy production processes enables better monitoring, automation, and control. This results in improved operational efficiency, reduced downtime, and optimized resource utilization.

Data-Driven Decision Making: Digital technology allows energy companies to collect, analyze, and leverage vast amounts of data. Data-driven insights empower businesses to make informed decisions, predict trends, and identify opportunities for improvement.

Smart Grid Implementation: Digital technology enables the development of smart grids, which facilitate better energy management, distribution, and demand-response

capabilities. Smart grids can efficiently balance supply and demand, reducing energy wastage and improving grid stability.

Renewable Energy Integration: With digital technology, integrating renewable energy sources into the energy grid becomes more feasible. Advanced analytics help manage the intermittent nature of renewables and ensure a stable power supply.

Customer Engagement and Personalization: Digital marketing strategies enable energy companies to engage with customers directly through online platforms, social media, and personalized communication. This enhances customer experience, builds loyalty, and addresses specific customer needs.

Real-Time Communication: Digital tools facilitate real-time communication between energy providers and consumers. This enables quick response to queries, prompt support during emergencies, and effective customer service.

Innovative Marketing Channels: Digital marketing allows energy companies to explore innovative channels such as content marketing, influencer collaborations, and interactive campaigns. These strategies help create brand awareness and attract new customers. Here are some examples of innovative marketing channels that have proven to be effective in recent years:

In the energy industry, social media has become a powerful tool for companies to engage with their customers and raise awareness about sustainable and renewable energy solutions. Through platforms like Facebook and Twitter, energy companies can share informative content about the benefits of clean energy sources, energy-saving tips for consumers, and updates on their green initiatives. Social media marketing allows these companies to showcase their commitment to environmental conservation, building a positive brand image among environmentally-conscious consumers. Collaborating with influencers who are passionate about sustainable living and renewable energy can further amplify the message of clean energy adoption. Influencers in the green and eco-friendly niche can endorse and advocate for the use of renewable energy products and services, reaching a targeted audience that is receptive to environmentally-responsible choices.

The support and endorsement of influencers can enhance the credibility of energy companies' sustainability efforts and attract more customers to choose green energy options. Content marketing in the energy sector can focus on providing valuable insights into energy efficiency, the benefits of renewable energy sources, and case studies of successful energy conservation projects. By creating informative blog posts, videos, and infographics, energy companies can educate consumers about the importance of transitioning to clean energy solutions and the positive impact it can have on the environment. Content marketing efforts can also include success stories of businesses and individuals who have adopted renewable energy solutions, inspiring others to follow suit. Intelligent chatbots can be employed by energy companies to assist customers in making informed decisions regarding their energy consumption and energy-saving measures. Chatbots can provide personalized tips on reducing energy usage, suggest suitable renewable energy plans, and address frequently asked questions related to energy efficiency.

This not only improves the overall customer experience but also encourages customers to adopt sustainable energy practices, contributing to a more eco-friendly future. AR and VR technologies can be leveraged by energy companies to showcase

their renewable energy projects and infrastructure in an interactive and immersive manner. Through virtual tours of solar farms, wind turbines, and hydroelectric plants, customers can gain a deeper understanding of clean energy production processes and the positive impact on the environment. Such experiences can leave a lasting impression on consumers, leading to greater support for renewable energy initiatives. Encouraging user-generated content related to sustainable energy practices can create a sense of community and engagement around green initiatives. Energy companies can encourage customers to share their experiences with renewable energy, such as installing solar panels or participating in energy-saving programs.

Sharing user-generated content on social media platforms can inspire others to take similar actions and foster a sense of collective responsibility towards energy conservation. Email marketing automation can play a crucial role in delivering targeted and personalized messages to consumers interested in renewable energy solutions. By segmenting their email lists based on customer preferences and behaviors, energy companies can send relevant content and offers to individuals who have shown an interest in adopting green energy practices. This ensures that customers receive information that aligns with their values and needs, increasing the likelihood of conversion to renewable energy plans. Mobile marketing is another effective way for energy companies to connect with consumers on the go and promote sustainable energy options. Through mobile apps, energy companies can offer tools for tracking energy usage, provide real-time updates on renewable energy availability, and even offer rewards or incentives for choosing eco-friendly energy plans.

Mobile marketing makes it convenient for consumers to access information about renewable energy and encourages them to make environmentally-conscious choices. Podcasts present an opportunity for energy companies to share expert insights and discussions on various renewable energy topics. Companies can create their podcasts or collaborate with industry experts to host informative episodes that educate listeners about the benefits and advancements in sustainable energy solutions. Podcasts can reach a diverse audience and provide a platform for thought leadership in the renewable energy sector. Live streaming can be used by energy companies to host virtual events, webinars, and Q&A sessions on renewable energy topics. Live interactions with experts and customers allow for real-time engagement, enabling energy companies to address queries and concerns directly. Live streaming events can create a sense of community and involvement, encouraging customers to take an active interest in sustainable energy practices.

Energy Efficiency Promotion: Digital technology enables the development of energy management apps and platforms that empower consumers to monitor their energy consumption. This encourages energy conservation and sustainability. Digital technology plays a pivotal role in promoting energy efficiency by facilitating the creation of energy management apps and platforms. Through these innovative tools, consumers gain the power to monitor their energy consumption in real-time, which fosters awareness and encourages responsible energy usage. By providing users with valuable insights into their energy usage patterns, these apps empower individuals to make informed decisions to reduce their energy consumption and adopt more sustainable practices. The availability of energy management apps and platforms not only benefits individual consumers but also contributes to the larger goal of achieving sustainability and energy conservation. As more people become conscious of their energy usage and actively work towards reducing wastage, the overall demand for

energy decreases. This, in turn, can lead to a more efficient energy grid and reduced carbon emissions, positively impacting the environment. Moreover, the integration of digital technology in energy efficiency promotion allows for data collection and analysis on a broader scale. Energy providers and policymakers can use this data to identify trends, assess energy demands, and implement targeted strategies to optimize energy distribution and usage. By harnessing the power of big data analytics, decision-makers can devise more effective energy management plans that align with the specific needs of consumers and industries.

The accessibility and user-friendly nature of energy management apps also contribute to their effectiveness in encouraging sustainable practices. Consumers can easily access their energy usage data through smartphones or other digital devices, enabling them to stay informed and engaged with their energy consumption in real-time. The ability to set energy-saving goals, receive personalized recommendations, and track progress further motivates individuals to actively participate in energy conservation efforts.

Competitive Advantage: Embracing digital technology in the energy sector provides a competitive edge over traditional methods. Companies that adopt innovative solutions are better positioned to adapt to market changes and gain a larger market share. One of the key factors contributing to the competitive edge of digital technology adoption is enhanced operational efficiency. Automation and smart systems streamline energy production, distribution, and management processes, reducing manual errors and optimizing resource utilization. This operational agility translates into cost savings and increased productivity, enabling companies to offer competitive pricing and better customer experiences.

Moreover, digital technology enables real-time data collection and analysis, providing companies with valuable insights into energy consumption patterns, customer preferences, and market trends. Armed with this data-driven intelligence, energy companies can tailor their products and services to meet the specific needs of their customers, enhancing customer satisfaction and loyalty. The ability to respond promptly to customer demands and preferences sets these companies apart from their competitors still relying on traditional, one-size-fits-all approaches. In addition, digital technology fosters innovation and creativity in the energy sector [14].

Companies that embrace digital transformation are more likely to invest in research and development, exploring cutting-edge solutions to address emerging challenges and seize new opportunities. This commitment to innovation positions them as pioneers in the industry, drawing the attention of potential investors, partners, and customers. Furthermore, digital technology enables seamless communication and collaboration across different departments within an energy company, as well as with external stakeholders. This enhanced connectivity fosters a culture of teamwork, allowing for faster decision-making and the seamless implementation of strategies. In contrast, companies that stick to traditional communication methods may face bottlenecks and delays in decision-making processes.

Sustainability and Emission Reduction: Digital technology can assist in tracking and reducing energy consumption, contributing to the overall sustainability goals of energy companies and the nation as a whole.

CONCLUSIONS

The sustainability of businesses in the energy sector is of paramount importance as it involves operating in the long term and requires the ability to adapt to constantly changing environments and circumstances. Furthermore, there are significant economic and societal implications that energy businesses must consider to survive and thrive in the long run.

The key aspects of sustainability for businesses in the energy sector are as follows: **Embracing Renewable Energy:** Businesses that prioritize the use of renewable energy sources, such as solar, wind, and hydropower, tend to have higher sustainability prospects [6]. These resources are virtually limitless and more reliable in the long term.

Adaptability and Flexibility: Energy companies should be equipped to operate in ever-changing environments, including being adaptable to government policies and regulations, and adopting cutting-edge technologies to enhance efficiency and stability in energy production. **Compliance with Standards and Safety:** Adherence to safety standards and operational protocols is critical for energy companies as energy production and consumption can have environmental and societal impacts.

Promoting Organizational Sustainability [7]: Sustainability should be integrated into all aspects of the organization, not just limited to environmentally friendly energy production. Proper resource management, performance monitoring, and assessment of various activities are vital for ensuring the long-term viability and benefits of the organization.

Innovation and Challenges: Energy businesses need to focus on innovation to cope with the dynamic market and technological landscape. Continuous improvement in production technologies and exploring new energy sources will enhance their competitiveness and sustainability. Achieving complete sustainability in the energy sector may be challenging, but with proper planning, innovative approaches, and a strong commitment to environmental and social responsibility, energy businesses can increase their chances of survival and thrive in the future. Integrating digital technology is also crucial for enhancing the sustainability of businesses in the energy sector.

The combination of digital technology and energy engineering offers various advantages that can contribute to long-term success: **Smart Grids:** Digital technology enables the implementation of smart grids, which enhance the efficiency, reliability, and sustainability of energy distribution. Smart grids use advanced sensors and communication systems to optimize energy flow, reduce energy wastage, and accommodate renewable energy sources effectively.

Internet of Things (IoT) and Energy Management: IoT devices can be utilized to monitor energy consumption patterns and optimize energy usage in real-time. Energy companies can leverage IoT data to identify energy-saving opportunities, make informed decisions, and ensure the effective management of energy resources.

Data Analytics and Predictive Maintenance: Digital technology allows energy companies to collect and analyze large amounts of data related to energy production, distribution, and consumption. By utilizing data analytics and predictive maintenance algorithms, they can identify potential issues, optimize equipment performance, and prevent costly downtime, leading to higher operational efficiency and sustainability [15].

Renewable Energy Integration: Digital technologies facilitate the integration and management of renewable energy sources. Sophisticated forecasting tools can help predict renewable energy availability, allowing energy companies to balance energy supply and demand efficiently [8]. Customer Engagement and Demand-Side Management: Digital marketing and communication channels enable energy companies to engage with customers effectively.

They can provide real-time energy usage data to customers, promoting energy conservation and demand-side management practices that contribute to sustainability. Remote Monitoring and Control: Digital technology enables remote monitoring and control of energy infrastructure, reducing the need for physical intervention and minimizing operational costs. This remote capability also enhances the security and resilience of energy systems. Blockchain and Energy Trading: Blockchain technology can facilitate peer-to-peer energy trading, allowing consumers to directly buy and sell excess energy from renewable sources.

This decentralized approach encourages the adoption of renewable energy and fosters a more sustainable energy ecosystem [9]. By integrating digital technology into energy engineering practices, companies can optimize their operations, reduce environmental impacts, and effectively meet the challenges posed by a rapidly changing energy landscape. The synergy between digital technology and energy engineering offers transformative opportunities that contribute to the long-term sustainability of the energy sector.

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