



## Dr. Nikolina Ljepava

Assistant Professor of Marketing, American University in the Emirates, Dubai-UAE

# BALANCING THE BENEFITS OF ONLINE DEVELOPMENT



12% of people on the Internet have experienced some form of harassment



Online platforms were previously known for work exchanges and research. However, in recent times, the online world has been growing in all directions. Now a lot can be done on the Internet; some say we can live on the Internet. You can work online, and in the same heartbeat, you can meet and interact socially. There are so many easily accessible and convenient online tools that make work easier; that's why the marketing world has taken the Internet by storm. But unfortunately, this massive tool has created a new set of dangers for everyone. Dr Nikolina Ljepava, Assistant Professor at American University in the Emirates, has dedicated her academic life to benefiting fully through e-commerce whilst advocating for the safety of all who make the best for the Internet.

Dr Nikolina Ljepava is an Assistant Marketing, Research Methods and Statistics Assistant Professor at American University in the Emirates. She is a practice-oriented academic with extensive industry experience in marketing research, e-business and evaluation and assessment from America, Europe and Asia. She holds a PhD with a specialisation in Marketing Research from the University of Belgrade, and two master's degrees in Data Analysis and E-business, following a degree in Psychology from the University of Windsor, Canada. E-business is the future, and it has taken over almost every unique media platform, and this is due to the success and benefits of online marketing, which Dr Nikolina has researched.

Online market research is market research that uses two types of web data: your data and other people's data that has been published. Gathering and analysing this data helps you better understand your target market and the size of your products. Today's marketers build their tactics on research, current events, and historical data. Understanding why people act and believe the way they do should be considered, even though they are essential variables. Understanding how the target audience behaves is the key to taking marketing efforts to the next level.

It has been witnessed that studying consumers has helped firms and organisations to improve their social media strategies. Psychology influences social media's success and how business owners use different social media channels to promote their services and products. The research interests of Dr Nikolina are related to online consumer behaviour, the psychology of social media, digital marketing, neuromarketing, survey methodology and online panel research. Her research has shown that connecting with customers can boost social media engagement. To build an emotional connection, one needs to ensure one interact with the customers meaningfully. Closely studying the audience as well as the patterns of the Internet can ascertain what type of content appeals to them best. As a digital creator, Dr Nikolina knows this best. It is still important to remember, though, that content on the Internet is a two-way street, and the information you absorb on it may affect who you attract. This is where the dangers of the Internet may creep in.



A post-pandemic society where education, social media, remote employment, e-commerce, and so many other elements of life have become more popular than ever is primarily due to the Internet. But when we spend more time online, we expose ourselves to the immoral scrutiny of internet users. These startling facts about internet safety must be addressed to make it safer for adults and children to use the Internet.

Research shows that just under 80% of Americans are worried about how companies use their data, and rightfully so because an online attack takes place every 39 seconds. Furthermore, 12% of people on the Internet have experienced some form of harassment, and 59% of US teens have been cyberbullied or threatened online. With such staggering facts, we must also study and observe internet safety. This is a passion of Dr Ljepava. Dr Nikolina is dedicated to community development and engagement, especially in youth Internet safety education. She is the author of numerous conference

papers, articles, and successful media appearances on the mentioned topics.

It is hard to take total control of a tool so large and so manipulative as the Internet. However, this is why academics and researchers such as Dr Nikolina are essential in our ever-developing world. As we work our way up the ladder, we are comfortable knowing that women such as Dr Nikolina have our backs.



the information  
you absorb on  
it may affect who  
you attract

