

NAVIGATING COPYWRITING CHALLENGES IN ARMENIAN TECH:
INDUSTRY INSIGHTS AND AI VISION

by

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Abstract

This research paper delves into the challenges copywriters face in Armenia's tech sector and provides insights into Armenia's growing technological innovation capacity. It highlights the impact of the tech industry on the country's economy, employment opportunities, and high-tech exports. Effective marketing and the role of copywriting in driving website traffic and boosting brand communications are emphasized. The study also explores the attitudes of technology copywriters toward the potential for AI to render their profession obsolete. The research uses various methods like interviews, content analysis of job descriptions, and comparisons to industry experts' practices to understand the experiences of tech copywriters. It also emphasizes the significance of keeping abreast of industry trends and exploring ways to enhance outstaffing practices. The study acknowledges the limitations and gaps in scholarly literature on the challenges faced by technology copywriters, offering opportunities for future research in this field.

Introduction

Armenia, even amid geopolitical and economic uncertainties following its independence in 1991, has emerged as a leader in innovation in the South Caucasus, particularly regarding the IT services industry. According to a UNECE analytical report (2013, p.2), Armenia's IT sector increased its contribution to the country's GDP from 1.2% in 2010 to 5.1% in 2020. Furthermore, in 2021, Armenia boasted high-tech exports constituting approximately 6% of its total manufactured sales overseas, ahead of several post-Soviet states such as Belarus, Ukraine, and Moldova, showcasing the country's growing technological innovation prowess ("High-

technology exports," n.d.). This surge of technology in Armenia has not only generated numerous employment opportunities for software engineers but has also led to a rise in job opportunities for writers. Synopsys Armenia reports that Armenia's tech sector boasts around 3,000 companies, with over 2,000 being startups (Armenpress, 2022). Effective marketing is crucial in this context because it can help raise awareness of tech products and services across the globe. For decades, the customer funnel has been used to move prospects from awareness to action. With data becoming increasingly crucial, many businesses worldwide hire copywriters and content writers to create blog posts, press releases, white papers, and other materials to drive prospects to their websites and take actions such as subscribing to newsletters or downloading e-books.

Moreover, because as much as 95% of thought, emotion, and knowledge acquisition take place in one's unconscious mind, one can use communication techniques to enhance the proposed value of a product or service (Zaltman, 2003, p.40). However, as expressed by some tech copywriters during individual interviews, today in Armenia, creative and non-STEM roles are often perceived as less important or difficult. Writing is dismissed as something everyone can do, not as challenging as programming or data science. Obviously, it's not a fair comparison. In this regard, it is essential to recognize the values effective copywriting can bring to businesses.

Research reveals that compelling copy attracts 7.8 times more website traffic and makes brands more memorable (Kenny, 2022).

Nevertheless, the importance of copywriting today is frequently downplayed, with little recognition of its significance in effective brand communications. According to digital marketing

experts, copywriters face numerous challenges, including misconceptions about their craft, such as the belief that copywriting is just about writing or creativity (Mastropierro, n.d.). Furthermore, copywriters are pressured to maintain originality, balance clarity with creativity, meet deadlines, and adapt to diverse audiences (Mastropierro, n.d.). Emotional and psychological obstacles like impostor syndrome, managing feedback, staying updated with digital trends, and handling client expectations also present significant challenges (Mastropierro, n.d.). Among their main difficulties, copywriters also mention consistently producing new, strategic content that aligns with brands' identities and includes relevant keywords to boost search engine visibility and engagement (McKenzie, n.d.).

This study aims to undertake a thorough academic investigation into Armenia's IT sector, shedding light on prevalent challenges in copywriting within the country, mainly focusing on obstacles faced by copywriters working in technology companies. The inquiry underscores the importance of workplace training and skill development as crucial means for achieving business objectives. Furthermore, the research paper seeks to discover industry best practices that can enhance the efficiency and effectiveness of creative professionals globally. Additionally, it will explore the role of AI in copywriting and the attitudes of technology copywriters toward the potential for artificial intelligence to render their profession obsolete. Lastly, the study highlights the complex dynamics surrounding creativity in the tech industry and emphasizes the importance of addressing these issues for both companies and creative professionals.

II Literature Review

ProCopywriters, a UK organization for commercial writers, explores the biggest challenges copywriters in the UK face when working with clients in the study titled "What are the biggest challenges you face when working with clients?" (2018). It was conducted between December 2017 and March 2018 among 420 respondents aged 19 to 75. The two most significant challenges are "copy by committee" and "poor brief or source materials," 48% and 38%, respectively. Furthermore, survey respondents also commonly cited "lack of understanding of the writing process," "time constraints," and "unrealistic expectations," with 25%, 23%, and 22%, respectively. Finally, 15% reported a "lack of confidence or experience in judging written work." While this data provides valuable insights, additional research in different geographic regions could enhance its validity and generalizability

Mădălina Buga-Moraru delves into the challenges encountered by creative professionals in advertising agencies in Romania, adding depth to ProCopywriters' investigation within a distinct geographical landscape. Titled "Challenges in the Creative Process within Romanian Advertising Agencies: Obstacles and Solutions" (2018), the conference paper's primary objective is to explore how copywriters and art directors perceive and navigate the intricate connections between clients, brand management, and consumers in the realm of creativity. Content analysis is used to summarize the findings and highlight the barriers and chances of creative work in advertising agencies. According to the study, junior copywriters often cite external factors such as short deadlines, poor organization, lack of time, and limited client understanding as primary barriers to creativity. They also express frustration with a lack of experience hindering their

ability to execute innovative projects effectively. In contrast, experienced professionals with 7 to 18 years of experience focus on internal challenges like communication within teams, intrinsic motivation, and handling negative feedback. They also acknowledge personal weaknesses such as fear of failure and lack of initiative as potential barriers to creative success. While some mention client dynamics as a factor, it's not a widespread concern. Both juniors and seniors emphasize the importance of effective time management and a supportive team environment for fostering creativity.

Moving on to Armenia's software and services industry, the information guide "Outsourcing Guide Armenia" (2018) examines the sector's transformation from the 1980s to the present. It discusses the founding of companies from 2000-2015, challenges faced during the transitional period from 1991 to 1997, the increase in the number of local startups and branches of foreign companies in the last 11 years, the labor market and employment in 2015, and the number of IT companies and their related revenue in 2015. The paper also delves into the workforce employed in the sector in 1998 and the qualifications of the employees in technical fields. It covers the founding of Armath Engineering Laboratories in Armenia in 2014, emphasizing its impact on providing modern engineering and scientific-technological education to over 5000 children. The study also outlines the innovative projects, technology, and solutions developed by various IT companies and organizations in Armenia, reflecting the country's robust technology and innovation ecosystem. Additionally, the paper features interviews with key industry figures and professionals, illustrating the impact of technology, innovation, and collaboration in advancing the IT sector in Armenia.

Ann Handley's *Everybody Writes* (2023) sets the stage for understanding the role of digital media in writing within today's content-driven landscape. Handley emphasizes the importance of writing on various online platforms, asserting that everyone, regardless of their profession, is a writer. She highlights that in a fast-paced digital landscape dominated by short-form content, well-crafted writing remains essential for conveying marketing messages effectively. The book covers a wide range of topics related to content creation, including best practices for various types of content, such as web pages, blogs, email, and social media posts. Handley also addresses the importance of credibility and trustworthiness in content creation, drawing from principles of journalism. In the Writing GPS Framework, a 17-step guide on how to craft compelling content, Handley shows how AI can be integrated into one's writing process. In addition, the Wall Street Journal bestselling author lists her favorite AI tools, from keyword research to content idea generation and more.

Richie Barker offers a thematic continuity regarding digital media's influence on the creative process in a qualitative study involving interviews with 18 Australian professionals. Titled "Creatives talk technology: exploring the role and influence of digital media in the creative process of advertising art directors and copywriters" (2018), Barker's research paper highlights how extensively digital media is employed within the creative process, serving both as research instruments and wellsprings of inspiration. Nonetheless, numerous participants also voiced concerns regarding the impact of these technologies on their creative endeavors. The article suggests that although digital media offer convenient access to information, the personalized

algorithms utilized by search-based platforms can restrict access to a variety of knowledge and sources of inspiration, thus both facilitating and constraining creativity in advertising. The research identifies several key findings, including the collaborative aspect of advertising creativity, the utilization of digital media for research, the impact of digital media on idea generation, and the significance of algorithmic gatekeeping in molding the creative process. It emphasizes the necessity for enhanced transparency in comprehending how digital media and algorithmic gatekeeping affect advertising creativity.

Heading to AI's impact on the writing sector, Johnson Baba Onoja from Nigeria investigates the benefits and drawbacks of artificial intelligence for writing professionals in his country. In the paper "Implication of AI on the Nigerian Writing Industry: Opportunities and Challenges," the academic uses a mix of research methods (online surveys and interviews) to gather and analyze data. The findings show that AI can improve writing by offering better tools for writing, editing, and publishing. However, it also poses challenges, such as potentially replacing human writers and requiring writers to adapt to new technology. The study discusses the potential advantages of AI in creating content but raises concerns about the quality and creativity of AI-generated content. Additionally, it highlights ethical issues and worries about job loss. According to the findings, while some professionals have adopted AI tools, many have not. There are mixed feelings about AI-generated content, with concerns about its cultural relevance and human creativity. The study emphasizes the importance of human involvement in writing and the need for regulations to govern AI's ethical use. In conclusion, the study recommends increasing awareness and access to AI tools, promoting collaboration between AI and human writers, and establishing policies to guide AI's use in writing. These measures can help Nigeria's writing industry benefit from AI while managing its challenges.

Goke Rauf's "Usage of Artificial Intelligence for Copywriting Among Copywriters in Nigeria's Advertising Industry" (2023) further explores the adoption of artificial intelligence by copywriters in Nigeria. The study involved 65 copywriters who were surveyed to gather insights into the use of AI in copywriting. The findings suggest that while AI is valuable for enhancing creativity and overcoming challenges in the copywriting process, concerns exist about its impact on originality, creativity, emotional appeal, job security, and ethical considerations. The study recommends the integration of AI copywriting as a skill set for copywriters to meet current trends and the activation of mechanisms for practice, guidelines, and regulations for AI usage. It also emphasizes the need to foster a collaborative environment where AI tools are seen as supportive resources rather than a direct threat to copywriters. The study suggests developing comprehensive guidelines and best practices for using AI in copywriting to address concerns regarding plagiarism, content manipulation, and ethical implications. It also recommends proactive adaptation of copywriters' skillsets to include proficiency in using AI copywriting software and ensuring transparent communication with clients about the involvement of AI in the copywriting process. Finally, the study proposes monitoring the impact of AI on the copywriting process and the overall quality of advertising content to inform decision-making regarding the balance between AI and human involvement in the copywriting process. The study acknowledges limitations regarding the response rate and the focus on the perspectives and attitudes of copywriters toward AI in copywriting.

Diana A. Moga's thorough examination of AI's role in copywriting, particularly its workforce implications, builds upon and complements the findings in Nigeria's context. Her study, "The Implications of Artificial Intelligence on Skilled Labor: A Thematic Analysis of the Social Imaginary on Wired Magazine" (2022), thoroughly explores this topic, enriching its depth and breadth. Additionally, it seeks to assess the potential consequences of employing Generative Pre-trained Transformer 3 (GPT-3) for automated copywriting. The findings suggest that GPT-3 may substitute low-cost, mass-produced advertising text generation tasks, create new tasks involving the manipulation of GPT-3 for automated copywriting, and aid copywriters in managing creative exhaustion. The distribution of GPT-3's impact on the copywriting workforce varied due to technological, occupational, and economic factors, leading to uneven outcomes. The study also highlights concerns about the potential negative impact of automation through AI on employment levels and the potential for job creation and alteration. The research involved a case study that compared advertising texts generated by GPT-3 with human-authored texts for cosmetic products, indicating that human-authored texts were slightly preferred over GPT-3 texts. However, when the human author faced creative exhaustion, GPT-3 achieved a similar performance. The study concluded that GPT-3 may substitute low-cost, mass-produced advertising text generation tasks, create new tasks, and enhance the work of copywriters, leading to an uneven distribution of winners and losers in the workforce. Furthermore, the research suggested the importance of understanding the impact of each of these factors and advocated for further exploration of the effects of AI text-generation systems and the application of a reflexive mixed-method approach. The study acknowledged limitations due to the use of a convenience sample. It urged further research to confirm and generalize the results, consider the gig economy's impact, and assess the effects of GPT-3 diffusion on copywriting jobs.

Joel Eaton explores the capability of artificial intelligence to generate ideas and write copy within the field of content strategy, tying back to the overarching theme of technological advancements in the creative process in his 2020 study titled "Trends in Advertising: How the Rise in Artificial Intelligence May Influence the Field of Content Strategy." The primary inquiry centers on assessing AI's effectiveness in these creative processes. Additionally, the study aims to investigate whether AI has the potential to replace content strategists' roles in the foreseeable future. According to the findings, computers can enhance existing copywriting and ideation processes by improving efficiency but lack the ability to generate entirely new projects autonomously. While they can write and analyze words, computers struggle to interpret them in a broader societal and cultural context, limiting their capacity to apply information meaningfully to future advertising campaigns. Although artificial intelligence can aid in identifying topics for content strategy, it cannot fully replace human media strategists. The study concludes that achieving this level of creative automation is unlikely in the near future, providing reassurance to creative professionals that their roles remain indispensable.

Overall, it is essential to note that as of March 2024, there is a lack of literature enquiring into the challenges of technology copywriters. Therefore, the investigation into the challenges experienced by copywriters within the sphere of Armenian tech companies aims to spark further research in this field.

III Research Questions and Methodology

The main research questions are as follows: "As a copywriter in Armenia's tech sector, what are the three unique challenges you encounter that distinguish your experiences from those in other sectors?". The second primary research question focuses on AI integration in the work process of tech copywriters: "Which AI tools or resources do you find most helpful in your copywriting process for tech projects?" Among a number of other inquiries, I also explore how the professionals handle feedback from teammates, what challenges they face when collaborating with external teams through outsourcing and outstaffing arrangements, and their perspectives of whether AI will eventually replace copywriters.

In terms of methodology, one-on-one, in-depth interviews were conducted for data acquisition from January to February 2024. Interviews are conventionally used to gather detailed information about preferences, attitudes, and experiences from a select group of individuals. Interviews are particularly effective for qualitative research. The open-ended design of interview questions ensures that in-depth information is collected. While there are several types of interviews, such as face-to-face and virtual, the online mode was chosen to interview 14 technology copywriters. Conducting interviews online via Google Meet enhanced efficiency for both the interviewees and me, eliminating the need to travel and facilitating high-quality interview recordings. After establishing the research objectives and primary and secondary research questions, I leveraged LinkedIn to search for copywriters employed by tech firms in Armenia. The following keywords were used: "technology copywriter, tech copywriter, technical copywriter Armenia, technical content writer Armenia." The terms "content writer" and

"copywriter" were used interchangeably to identify a technical copywriter because of the widespread lack of distinction of each professional's role at most tech companies in Armenia.

Moreover, content analysis was used as a quantitative data collection practice. The main goal was to identify any mismatches in the job descriptions of Armenian technology companies hiring copywriters and technology copywriters' responses. Content analysis is an even more powerful research method when conducted along with other research tools, such as interviews. In conceptual analysis, a type of content analysis, the researcher looks for the frequency of appearance of various concepts to advance their qualitative or quantitative text analysis. After analyzing the job descriptions of 17 tech companies based in Armenia that hired copywriters or content writers, I looked for the frequency of appearance of different word forms of the noun "creativity" to identify any mismatches between copywriters' experiences and job postings. To prevent biases from impacting the research, I chose diverse tech companies from public sector technology, IT, cybersecurity, information technologies, information technology and services, food tech, web development, online betting and gambling software solutions, telecommunications, digital services, digital banking, online gaming technology and services, fintech, crypto casino, software and game development, AI-based audio processing software, and SaaS. Additionally, content analysis was employed to compare the strategies and methods utilized by global industry leaders with those employed by local seasoned professionals, aiming to provide a clearer contrast between their practices.

To emphasize the high degree of work that went into my research, I must stress that I have spent approximately 30 minutes interviewing each professional, totaling about 420 minutes.

Additionally, the findings from each interviewee's responses were compared to identify patterns and trends. Moreover, several job portals were utilized to explore job descriptions, from Staff.am to LinkedIn. Each research method was put into practice after meticulous planning. Ethical considerations guided the research design. All ethical standards, from voluntary participation to confidentiality, were met at the highest level. For example, to ensure the data is easy to interpret while maintaining confidentiality, I only use the interviewees' first names and their industries. While industry insights are presented, no data that could compromise confidentiality is disclosed.

IV Research Findings and Analysis

Before conducting the research (interviews and content analysis), I had anticipated that creating customer-facing content in Armenian would pose a significant challenge. This expectation was based on my firsthand experiences in content writing at a marketing agency, copywriting at a software development company, and my academic background in Armenian language and literature at the American University of Armenia. Additionally, I'd expected that depending on copywriters' educational background, their proficiency in technology might vary, potentially impacting workflow. Challenges like writing copy in the Armenian language and producing technical content for a general audience are examined in the "Understanding the Industry" subsection.

Moving forward, subsequent subsections aim to foster interdepartmental collaboration, advocate for the utilization of outstaffing by companies, and promote work environments conducive to unleashing the full potential of creative professionals. Moreover, in later subsections, I delve into predictions regarding the potential for AI to replace copywriting and offer strategies for professionals at all levels to maintain competitiveness in a sea of copywriters.

Understanding the Industry

An inquiry into the challenges faced by copywriters in Armenia-based tech companies reveals that explaining technical concepts to a non-technical audience emerged as the most common obstacle, noted by six out of 14 professionals. According to a respondent, being technically accurate while making material accessible and entertaining demands a high level of knowledge and meticulousness. In addition, Yeva, a communication specialist with professional experience as a senior content writer at a software company, says that sometimes she has to be really technical in the text she writes. And as someone with a background in creative writing, that's something that she had to adhere to and learn. Oftentimes, when she writes creative pieces, she has more freedom to express different ideas. Yeva maintains that the purpose of a creative text differs from the purpose of a text she would write for a website or a more technical document because the latter must be written as understandable as possible. At the beginning of her career, she learned "to not be too dry and technical, to keep the texts and the content that she writes interesting, but at the same time, it has to be as simple and as comprehensible as possible." Emma, a technical writer and copywriter, discusses her telecom industry experience, emphasizing the challenge of simplifying complex technical information for better

understanding. Emma's primary struggle lies in balancing technical details while ensuring clarity for all audiences, underscoring the importance of communicating technical concepts without overwhelming people with unfamiliar terminology. On the other hand, at least 7 out of 16 tech companies initially included the ability to translate technology language into simple language in their job postings. This indicates that tech companies value the ability to communicate complex technical concepts in a clear and understandable manner to a broader audience. Overall, the findings highlight the importance of clear and concise communication in the tech industry, especially when products or services need to be marketed to a broader audience. In addition, the data suggests a communication gap between technical and marketing teams, which should be facilitated internally. Furthermore, tech companies may also consider providing additional training sessions focused on understanding technical concepts and translating them into easily understandable language.

The second most prevalent issue (noted by 4 out of 14) is limited creativity, which Amalik, a copywriter working in Armenia's software industry, describes as "Cultural resistance to adopting new methodologies or integrating new toolsets." Anahit, another copywriter in the software sector, says: "Most of the 'big ideas' were already created and approved before you." If employees perceive their creative contributions are undervalued or disregarded, they may feel frustrated and disengaged in their work, leading to decreased productivity among team members. According to the 2023 State of the Global Workplace report by Gallup, disengaged or unengaged employees result in a staggering loss of productivity, amounting to \$8.8 trillion worldwide. This figure represents approximately 9% of the global GDP. While tech companies can and should promote creativity internally, some professionals work out a solution independently. Given her

broad imagination, Olga, a copywriter in Armenia's web development sector, finds it challenging to write about tech-related concepts where she can't use her creativity. Therefore, she tries to infuse creativity into her work when simplifying technical terms, bringing examples to enhance understanding. Mari, another copywriter and content writer at a local software company, says, "It's hard a bit to experiment with the tech companies in Armenia because they are scared to try different stylistics when it comes to copies."

According to the findings, four of the 14 respondents say it is hard to find suitable vocabulary in the Armenian language. Mari highlights the challenge of translating technical terms into Armenian for use in copies and content, expressing frustration at the lack of suitable resources. She notes that existing translations often sound awkward or formal, posing difficulties in conveying technical concepts effectively. Additionally, Mari points out inconsistencies in translation approaches across companies, making it challenging to determine the appropriate strategy for writing copy in Armenian. She emphasizes that this linguistic hurdle represents one of the most significant challenges in the tech industry. Sona, a copywriter in Armenia's fintech industry, highlights that when she's writing in Armenian, she faces a challenge due to the limited vocabulary available online, particularly since she lacks a finance or fintech background from her university. She expresses how this limitation impedes her workflow despite her continuous self-education efforts. Sona feels a gap in her knowledge, especially in Armenian, where comprehensive vocabulary explanations still need to be improved. This aspect distinguishes her work in UX copywriting. In addition, Emma notes that writing in Armenian presents challenges for her due to the language's lack of technical terms. She highlights the scarcity of vocabulary and grammatical structures, which can complicate the writing process.

Three of the fourteen professionals report teammates' lack of understanding of the difference between copy and content. Sophie, a content marketer with work experience in online gaming technology and services, notes that in her experience within the tech sector, a common issue arises regarding the misunderstanding of copywriting, often confused with content writing. This confusion leads to a lack of recognition for its importance. When it comes to content writing, there's a pervasive lack of awareness regarding its potential as an acquisition channel and its ability to facilitate lead nurturing. Furthermore, the integration of keywords in copywriting is frequently disjointed from addressing customer needs, leading to ineffective landing pages. Copywriting, Sophie emphasizes, is fundamentally about adopting a customer-centric approach, utilizing content to empathize with their pain points and offer solutions. However, many copywriters prioritize product-centric language over client-focused communication, indicating a need to shift toward a more client-oriented approach in copywriting practices. Alex, a content writer at a video streaming platform, reports that many companies in the software industry, particularly smaller ones, lack a proper marketing team and fail to recognize the full potential of compelling copy in driving sales. Despite crafting a catchy slogan like "In Code We Trust," a play on "In God We Trust," and receiving positive feedback, he noticed its underutilization in their marketing materials due to their undervaluation of its significance. When discussing his experience collaborating with development teams, Alex highlights the difficulty in communication, noting the challenge of conveying the most marketable aspects of a project. Despite developers' expertise, they may prioritize features based on technical importance rather than marketability. Alex emphasizes the need to balance technical significance with market appeal.

Interdepartmental Collaboration Challenges

The inquiry into tech copywriters' challenges in collaborating with the development team versus the UI/UX and graphic designers reveals some unexpected data. According to the findings, at least five respondents depend on intermediaries such as project managers or dedicated content managers to facilitate communication between different teams. This suggests a hierarchical communication structure within some tech firms. For example, Yeva notes her close interaction with the product manager and the head of marketing. All the information she receives from the development team is channeled through either the product managers or the head of marketing. However, it is essential to note that direct communication can lead to faster turnaround times as copywriters can get immediate answers to their questions or concerns from the technical teams. This reduces the need for back-and-forth communication through intermediaries, saving time in the content creation process. The findings suggest that project and content managers are also among the intermediaries facilitating the collaboration between marketing and development teams. With regard to copywriters who have experience collaborating with development teams, Tamara, a copywriter at a major technology development firm, notes that in their limited interactions, some developers assume others possess the same technical knowledge they do. This belief, according to her, can pose challenges, particularly for creative professionals who may need more familiarity with technical aspects. Tamara suggests that this issue can be easily resolved by clearly communicating the need for more explanation from developers when necessary. Additionally, Emma, drawing upon her technical writing career, also emphasizes the importance of clear communication when working with developers. She prepares very clear

questions when interviewing tech specialists. However, Emma suggests that it is essential to understand the topic thoroughly before asking questions or writing any documentation. You need to grasp the subject matter to avoid difficulties or even fail in your endeavors. Emma points out that communication with developers and UI/UX designers requires a different approach, as the emphasis shifts towards creating a synergy between words and visuals to ensure effective collaboration.

Challenges in Outstaffing

When a company requires additional expertise, outsourcing and outstaffing offer viable solutions to access the skills of professionals such as software engineers, UI/UX designers, or copywriters. In outsourcing, entire projects are assigned to a firm, which assumes responsibility for completing them. Conversely, in an outstaffing arrangement, the client company hires specialists from an external organization to work on specific projects or tasks under their own supervision. Moving on to the study's findings, an exploration of the challenges copywriters face when collaborating with external teams through outstaffing shows that communication barriers and cultural differences are common, both recording three responses. Alex mentions that certain companies struggle to effectively present their ideas or prototypes. He recounts an experience where he and a friend developed a prototype for a single-page app for a client, but the client didn't like it due to disagreements with the copy. Alex realized that much of the issue stemmed from how his friend presented the prototype. He notes that the problem often lies in important information getting lost in communication. Specifically, communicating the importance of copy to clients can be challenging when dealing with IT products. He cites examples of similar

experiences with web pages and entire websites. Olga highlights that the main challenges revolve around communication and cultural dissimilarities, particularly regarding time zone differences, meeting deadlines, and aligning with project objectives. She mentions that her previous company addressed these challenges by employing a project manager who arranged regular meetings. They adopted Agile methodology, incorporating elements like Sprints, thorough planning, and retrospectives to tackle the issues efficiently. Currently, at her company, they prioritize extensive discussions to ensure a clear understanding of tasks before moving forward. Amalik notes the difficulties she encounters as the only Armenian employee in her current workplace, where colleagues have diverse cultural backgrounds. She finds it challenging to adapt to their different working styles. Furthermore, coordinating across various time zones often leads to misunderstandings during discussions and assessments, given the differing viewpoints.

Armenuhi, a copywriter at an Armenia-based tech company, explains that the main obstacles she faced when collaborating with an African company were also language barriers and cultural differences. They primarily communicated through messaging apps like WhatsApp and rarely had face-to-face meetings with the clients. Instead of utilizing management boards like Asana or JIRA, they relied on chats to handle tasks and collaborate. Although it was a bit disorganized, they managed to navigate through it successfully.

In terms of how tech copywriters handle feedback from their teammates, most individuals express a willingness to receive feedback and view it as an opportunity for growth. For example, Ruben, a copywriter in Armenia's telecommunications industry, talking about his experience working with colleagues from Estonia at Blocktrade, mentions receiving a lot of negative feedback, especially from the person in charge of search engine optimization (SEO). This

feedback mainly focused on problems with Ruben's writing, such as needing to use more keywords, having too long or short content, and not using anchor words. Though he initially viewed it not very helpful, Ruben took the feedback seriously and made significant changes to his writing, sometimes even rewriting entire texts. He noticed that his writing improved over time as he listened to and acted on the feedback he received. This shows how Ruben was dedicated to improving his work by taking in and learning from constructive criticism. Meanwhile, a small minority of the respondents mention initially experiencing emotional challenges when receiving feedback but have since become more accepting.

Balancing Professional Responsibilities with Personal Life

According to FlexJobs (2022), 57% of professionals say they will quit if their employer stops letting them work remotely. It shows how much people appreciate being able to work flexibly and independently from home. With regard to how tech copywriters balance their professional responsibilities with personal lives in Armenia, several professionals report having flexibility in their work schedules. For example, Yeva reflects on her experience at a local software company, noting the flexibility of their workday. She observes a contemporary trend in many tech companies where the emphasis is placed on the quality of work rather than the quantity of time spent in the office. Yeva perceives this shift as effectively addressing productivity concerns. She asserts that with a flexible work schedule, individuals can better manage their work-life balance and remain prepared for busy periods, such as launching new features or handling a surge in content creation demands, like press releases. Yeva suggests that during these times, having the freedom and trust from management to manage one's own schedule leads to improved

productivity and a willingness to exert additional effort when needed. Furthermore, Mari expresses her appreciation for copywriting and content writing due to the inherent flexibility these roles offer. She notes that throughout her career, she has predominantly worked in remote or hybrid environments, which have facilitated a seamless integration of her personal and professional life. Mari highlights the convenience of her current situation, wherein she can travel and work without encountering significant challenges. She attributes this ease to the nature of copywriting, which typically involves receiving tasks in advance and being able to work at one's own pace until the deadline. Additionally, Mari underscores the benefit of familiarity with her current company, as she now possesses a deep understanding of their expectations, making her work even more convenient and efficient. Other respondents share their unique balance between professional duties and personal life. Amali follows a structured routine, starting early to tackle work responsibilities efficiently. Despite this, she prioritizes personal well-being by making time for self-care and personal activities throughout the day. Recognizing the unpredictable nature of creativity, Amalika maintains flexibility in her schedule to accommodate moments of inspiration, often arising during daily activities like commuting or exercise. She finds it helpful to capture these ideas promptly for future reference. In the evenings, after a brief break, Amalika returns to work, channeling her creative energy and focus into her tasks. By maintaining a balanced approach and remaining adaptable to fluctuations in inspiration, she effectively manages both her professional and personal commitments.

The Use of AI in Tech Copywriting: Insights from Armenia

The launch of ChatGPT in November 2022 sparked widespread enthusiasm for AI tools, with OpenAI's chatbot quickly gaining immense popularity, unlike previous AI-powered tools. ChatGPT stands out from earlier chatbots because it was trained using reinforcement learning from human feedback (RLHF). This method involves human AI trainers and reward models to enhance ChatGPT's ability to challenge assumptions, address follow-up questions, and acknowledge errors. Therefore, ChatGPT reached over a million users within days of its launch. In a March 2023 survey conducted in the United States, 55% of marketers reported employing ChatGPT for their marketing needs (Dencheva, 2023). Meanwhile, 42% utilized Copy.ai, a natural language processing tool specializing in creating product descriptions and social media content, for similar purposes (Dencheva, 2023). Additionally, 36% relied on Jasper AI, and 29% opted for Peppertype.ai, both AI-powered copywriting tools (Dencheva, 2023).

To what extent are tech copywriters in Armenia utilizing AI-powered copywriting tools? Which AI options are most frequently employed among them? One-on-one interview data provides insights into these questions and much more. According to the findings, ChatGPT is the most common AI system used by Armenian copywriters at local tech companies (ten out of 14 respondents). Mari highlights her experience with AI tools, specifically ChatGPT and Jasper AI. Initially, she used Jasper AI before ChatGPT became available, and although her supervisor endorsed AI integration, she found Jasper AI less effective for copywriting than ChatGPT. Mari acknowledges AI tools' efficiency in quickly generating ideas, particularly for long-form content, but she also points out that they might make copy sound too salesy. Despite relying on ChatGPT

for initial content generation, Mari emphasizes the importance of manual editing to enhance language simplicity, quality, and engagement, as she finds AI-generated content can sometimes sound repetitive. In addition, Armenuhi highlights her reliance on ChatGPT, emphasizing its significant role in her workflow. She mentions that her company also fully supports the integration of AI tools such as ChatGPT into their writing processes for both copy and content creation. This suggests a strong endorsement of AI technology within her organization and underscores its importance in enhancing productivity and efficiency for copywriters and content creators.

Narek, a technical writer, outlines several ways in which he utilizes ChatGPT in his work. He mentions using it to review his work according to a style guide, assist in finding the appropriate terminology, and help summarize lengthy texts, among other tasks. Additionally, he explores a unique use case of utilizing AI to develop chatbots based on existing knowledge. Narek shares his past experience in implementing this approach, indicating positive outcomes from employing AI-driven chatbots to respond to user inquiries. This showcases Narek's diverse utilization of ChatGPT for various purposes, including both text refinement and innovative applications like chatbot development. Narek's case suggests that ChatGPT can help professionals improve their time efficiency. Additionally, since the AI can quickly identify errors or inconsistencies, higher-quality output is virtually always guaranteed. Following ChatGPT, the second-most common AI tool is Grammarly, with five professionals mentioning the cloud-based typing assistant.

Among the listed AI tools, various copywriters utilize specific ones for distinct purposes in their writing tasks. A couple of professionals employ Hemingway Editor to enhance the readability

and clarity of their content. Additionally, Surfer SEO is utilized by a couple of copywriters to optimize their content for better search engine performance. Two other copywriters also use Quillbot for tasks such as paraphrasing or generating alternative content versions. Furthermore, the professionals also mention Copy.ai, Ahrefs, Semrush, ZeroGPT, and Ludwig Guru.

Ann Handley, a top content marketer, suggests using an AI editing tool like Grammarly or the Hemingway Editor for final drafts (Handley, 2022, p. 41). She advises writers to consider and decide on the suggestions made by these tools, highlighting the satisfaction of confidently rejecting automated corrections (Handley, 2022, p. 41). Handley (2022, p. 387) shares her surprise at discovering that many of her friends record their initial drafts of blog posts while engaging in activities such as driving, walking, or even working out and then refine them into readable formats later. She mentions Otter (otter.ai) as a tool that utilizes AI and machine learning to transcribe voice-to-text in real time, indicating its potential usefulness for those who prefer this method of drafting content (Handley, 2022, p. 387). Discussing her preferred writing aids, Handley mentions Grammarly and ProWriterAid, highlighting their importance in her writing process (Handley, 2022, p. 391). Additionally, she mentions other AI-powered tools, such as Hyperwrite, known for its natural language processing capabilities, which help create content that sounds more human (Handley, 2022, p. 391). Jasper specializes in crafting short-form content such as social media posts, while Lately manages social media messages efficiently and even drafts posts based on email newsletters (Handley, 2022, p. 391). Copy.ai is tailored to generate concise content, while WriteSonic offers versatility across various content types and languages (Handley, 2022, p. 391). MarketMuse aids in research and drafting initial drafts, while Writer is designed for collaborative writing among enterprise teams (Handley, 2022, p. 391).

The comparison between the research findings and Ann Handley's practices reveals a convergence in the significance of AI tools in content creation and editing. Both sources emphasize the utility of tools like the Hemingway App for improving readability and clarity. Additionally, there is a consensus on the usefulness of AI editing tools like Grammarly, which assist in refining final drafts. However, the interviewed copywriters could certainly benefit from adopting Handley's practices, which introduce a broader spectrum of AI tools covering various aspects of the content creation process. Handley extends her recommendations to tools like ProWriterAid, Hyperwrite, WriteSonic, Jasper, Lately, MarketMuse, and Writer, each serving specific functions, such as enhancing natural language processing, social media management, or collaborative writing.

Future Prospects: Will AI Replace Copywriters?

Recent advancements in technology, particularly in large language models (LLMs) and artificial intelligence, have attracted significant interest due to their potential to enhance various aspects of productivity. A study conducted by two doctoral candidates at MIT examined the impact of ChatGPT on writing (Shakked Noy & Zhang, 2023, p. 1). The research involved 444 professionals, including marketers and grant writers, split into two groups: one employing ChatGPT and the other using traditional tools to complete job-specific tasks (Shakked Noy & Zhang, 2023, p. 2). The results revealed that the group using ChatGPT completed tasks 37% faster while maintaining similar quality scores (Shakked Noy & Zhang, 2023, p. 3). Furthermore, as participants kept working on their tasks to enhance output quality, the ChatGPT group

consistently showed significant improvements (Shakked Noy & Zhang, 2023, p. 3). These findings highlight AI's potential to boost productivity for creative professionals. But do these advancements pose a threat to their jobs?

The copywriter Eddie Shleyner says that while AI can significantly enhance productivity in copywriting, it cannot replace humans' unique qualities and insights (Shleyner, 2023). For example, AI is a valuable tool for Shleyner for sourcing and organizing ideas, providing a starting point for writing, which he often finds the most challenging aspect (Shleyner, 2023). However, he notes that AI cannot connect the dots or tell stories like humans can because it lacks the personal touch and nuanced understanding that comes from lived experiences (Shleyner, 2023). Ann Handley (2022, p. 389) takes AI's importance to the next level, stating, "The smartest writers will learn about these tools and how they can help us." Handley emphasizes that instead of fearing the impact of AI on writing jobs, writers should embrace it as a tool that can enhance their work (Handley, 2022, p. 390). "It's not that the robots are coming for us; it's that *we* will use them" (Handley, 2022, p. 390). How do tech copywriters in Armenia perceive the integration of AI into their writing process? Do they envision its future alongside or without human writers? The study findings reveal key insights.

Based on 13 responses, the majority believe AI will only partially replace copywriters (11 professionals). For example, Alex offers a nuanced perspective on AI's role in copywriting. He acknowledges that for simple tasks like generating quick slogans, AI can be helpful, especially if the client isn't concerned with the sophistication or marketability of the copy. However, he

cautions that AI-generated content may lack the freshness and relevance that human copywriters can provide. Alex highlights the unpredictability of marketing trends and the potential for AI-generated content to be based on outdated data. He emphasizes the value of human creativity and the ability to stay current with emerging trends, suggesting that while AI may replace some aspects of copywriting, there will always be a need for fresh ideas that go beyond what can be generated from existing data. Additionally, Alex points out that humans have the advantage of potentially discovering slogans or insights from companies with minimal online presence, something AI might miss due to its reliance on existing data.

Yeva also expresses skepticism about AI's ability to produce copy that challenges viewers' ideas or exhibits extreme creativity and coolness. She acknowledges the potential for AI to develop these capabilities in the future but believes it has yet to reach that point. Yeva then expresses concern about the broader impact of AI on various professions, suggesting that many may be replaced by artificial intelligence in the near future, which she finds intimidating. She illustrates this concern with an example from her experience working on a voice cloning project. She recalls recording around 60 sentences to create a clone of her voice. This technology allows users to input any text, and the AI-generated voice reads it back in the recorded voice, eliminating the need for further recording. Yeva finds this capability impressive and intimidating, highlighting the extent of what AI can achieve. Moreover, Sophie acknowledges that many copywriters may be apprehensive about AI and may even choose to ignore it entirely. However, Sophie believes that copywriters need to embrace AI rather than fear it. She emphasizes that using AI effectively is not easy and requires understanding how to write proper prompts and utilize AI tools to their full potential. She argues that copywriters should learn how to collaborate with AI to enhance user experiences and stay relevant in the industry.

On the other hand, a couple of respondents were of the opinion that AI will replace human copywriters. Mari initially doubted the capability of artificial intelligence to produce original content or imitate human-generated copies. But after seeing what ChatGPT can do, her perspective has changed. She believes that within ten years, AI might be able to write copy on its own, or even sooner. Overall, most interviewed copywriters' vision of their future careers aligns well with the perspectives of the selected experts as both point to human qualities such as lived experiences and creativity that will stand them in good stead for years to come. In addition, there was a consensus on integrating AI into one's writing process. Here's how Sona sees it: "I believe that whatever we put in the ChatGPT system, we have ourselves. So if we don't have anything, any knowledge, ChatGPT will not have it."

Staying Updated on Industry Trends and Changes

When it comes to staying up to date with trends and emerging practices in tech copywriting, there are various resources at one's fingertip. LinkedIn recently asked professional copywriters, including several specializing in technology, to share their favorite best practices in one of its collaborative articles. Erica Pollock, an experienced copywriter at a software company in France, notes that becoming an expert in copywriting involves more than just emulating established professionals. She emphasizes the importance of experimentation, suggesting that true expertise emerges through hands-on experience and a willingness to try new approaches. Richa Tiwari, a technical content writer, also urges practitioners not to shy away from experimenting with diverse methods. She suggests employing A/B testing, a user experience research method comparing two versions to determine which performs better, to evaluate the effectiveness of

different copies. This allows copywriters to refine their techniques based on data insights. Additionally, Tiwari advises copywriters to attend copywriting-related events, join professional communities, and invest in educational resources like books or online courses to improve their skills. When exploring online learning opportunities, HubSpot Academy's Content Marketing course stands out for its systematic approach to content creation, in-depth coverage of best SEO copywriting practices, and overall improvement of copywriting skills. ProCopywriters offers high-quality learning and development resources such as events, workshops, and meetups.

Transitioning to how Armenian tech copywriters stay updated on the latest trends in persuasive writing within their respective industries, it was found that LinkedIn and relevant blogs are a primary means for professional growth among respondents. LinkedIn is a gold mine for accessing a wealth of industry insights from thought leaders. With LinkedIn, the outcome was foreseeable as the respondents were initially contacted via the employment-focused platform. "You just have to follow all the right people on LinkedIn," says Annie, a content manager at a telecommunication service provider. Furthermore, copywriters must consistently engage with content and remain receptive to learning opportunities, even from those they manage, says Annie. She emphasizes the importance of continuous learning and encourages stepping out of one's comfort zone by taking relevant courses and studying industry trends. Annie underscores the value of observing different writing styles and voices to discern their relevance to one's industry. Next, Sophie shares her current experience working for a SaaS company. She explains that they utilize LinkedIn to remain informed about industry trends and conduct periodic competitor analysis. This practice helps them identify modifications competitors make to their products and enables them to strategize accordingly, whether by introducing new features or

optimizing keywords for visibility. Sophie emphasizes that this process requires consistent attention and is integral to daily operations. Regarding blogs, Mari notes the importance of staying abreast of trends by following niche product blogs relevant to one's industry. For example, working at a web development company, she followed blogs related to WordPress hosting, whereas in the podcasting industry, she found blogs centered on audio software more pertinent. Additionally, Mari highlights the value of in-house know-how, mentioning the insights provided by their SEO team, indicating that they consistently offer valuable tips to enhance content strategies. Some websites that regularly provide high-quality tips and insights into content creation include HubSpot, Ahrefs, and Yoast. Moreover, while most respondents mention learning preferences that utilize digital solutions, Emma states that she participates in offline meetings with the tech writers' community, emphasizing that while they are not specifically focused on copywriting, they still provide valuable insights.

Key Figures Shaping the Copywriting Industry

In 1955, when only 7% of women dyed their hair, often without acknowledgment, Shirley Polykoff, an advertising copywriter, was selected to manage the Clairol account. At the personal care product company, Polykoff crafted the iconic ad tagline: "Does she . . . Or doesn't she?" capturing every woman's desire to be considered a natural blonde. This slogan soared Clairol's ad budget from \$400,000 to \$33 million annually, bringing hair coloring into the mainstream American mind for the first time (Pogrebin, 1975). Polykoff, similar to the "Father of Advertising," David Ogilvy, and other legendary copywriters like Joseph Sugarman, Claude

Hopkins, and Gary Halbert, have influenced generations of professionals in the realm of marketing.

Big names in copywriting, like the ones mentioned above, obviously still significantly impact copywriters. Thus, in the interviews, I specifically mentioned "living copywriters and creative professionals" in hopes of discovering alternative sources of inspiration and knowledge. Overall, out of 12 respondents, five copywriters pointed to LinkedIn content creators, such as Philip Charter (writing coach for copywriters and content writers), Joe Coleman (freelance conceptual copywriter), Jasmin Alić (a copywriter and brand strategist), Chase Dimond (ecommerce email marketer & agency owner), and Mathew Zein (a Yerevan-based freelance professional journalistic writer). Furthermore, four professionals still chose David Ogilvy, despite being encouraged to select copywriters who currently contribute to the copywriting sector. One interviewee identified her professional teammates (two content writers and one supervisor). Another professional referred to poetry as a source of inspiration, mentioning Ocean Vuong, a 35-year-old Vietnamese American poet. The findings reveal that legendary copywriters like David Ogilvy continue to significantly influence the field, with contemporary professionals drawing inspiration from both traditional and modern sources, such as LinkedIn content creators and poets like Ocean Vuong.

Mismatches Between Copywriters' Experiences and Job Descriptions

Having delved into copywriters' challenges in local tech companies, it's time to explore to what extent their experiences differ from job descriptions hiring for similar roles. When people submit job applications, they expect job descriptions to reflect their day-to-day work experiences

accurately. However, a study exploring hiring processes at a sample of startups, through interviews with 66 individuals from 51 companies, found significant misalignments between professionals' experiences and the requirements outlined in job descriptions (Lisa E. Cohen & Sara Mahabadi, 2021). Is this also the case in Armenia's tech sector?

Several copywriters mentioned restrictions of creative expression at their respective tech companies as a factor that negatively affects their performance. Nevertheless, the content analysis of job descriptions for 19 Armenian technology companies hiring copywriters reveals that 15 job postings specify creativity skills as one of the job responsibilities. In this context, it's essential to stress that creativity enhances productivity and enables growth in the workplace. Moreover, companies often don't have to adjust their business models to accommodate creative solutions. For instance, technology companies may consider making moderate changes in the structure of their operations to become more efficient. CEOs of tech companies can empower their marketing teams to develop ideas that align with marketers' creative vision rather than solely conforming to the CEOs' personal preferences. After all, creative thinking is crucial in keeping up with changes in the business sector. These findings suggest a misalignment between how copywriters perceive creativity and how employers picture it.

Shifting to tech copywriters' capacity to produce easily understandable content, which half of the professionals found a significant challenge, one more divergence can be identified as 9 out of 17 tech companies initially included the skill to translate technology language into simple language in their job descriptions. The findings suggest a critical need for tech companies to assess job candidates' capacity to deliver reader-friendly content efficiently.

Limitations and Avenues for Future Research

While this study hopefully contributes to the academic literature that sheds light on advertising professionals' challenges, there are certain limitations and opportunities for further studies. One factor to consider is that this was arguably the first academic inquiry into tech copywriters' challenges. (I was left empty-handed after a thorough search for scholarly pieces). Therefore, there is plenty of room to explore the ins and outs of the wonderful world of technology.

Additionally, the study was conducted in Armenia. Considering all the peculiarities of Armenia's tech sector, such as copywriters and content writers typically having virtually identical duties and the lack of consistency in using tech terminology in the Armenian language, studies in other countries are expected to reveal substantial differences in findings.

Conclusions

The study delved into the challenges faced by copywriters in Armenian tech companies, revealing thought-provoking insights. Most notably, explaining technical concepts in simple terms posed a big challenge for many. Additionally, some felt their creativity was stifled by company cultures resistant to change.

Moreover, finding the right words in Armenian proved tricky for some. Surprisingly, many copywriters relied on intermediaries, like project managers, to communicate with other teams, showing the need for smoother teamwork.

Despite job ads asking for creativity, some copywriters felt constrained in expressing it. Also, there was a mismatch between the need for simple content and the emphasis on translation skills in job descriptions.

In summary, it's crucial for tech companies to address these challenges to help copywriters excel. This ensures that the content they produce is easy to understand, keeping the companies competitive in the tech industry.

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