

Beauty Industry Trends and Library Collections: A Perspective on Curation and Economic Impact on Beauty Parlour Workers

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Abstract - The rapid changes in consumer preferences and technological advancements characterize the beauty industry. These changes, therefore, require massive impacts on the workers at the beauty parlour, who equally need to adjust. Based on this fact, this paper examines how current trends in the beauty industry in relation to each other are sustainability, digitalization, and personalization, as well as the role of the library concerning creating a collection reflecting such trends. By conducting a qualitative analysis informed by theories of cultural capital and labor economics, this article will explain how libraries can help the parlour workers improve their cultural capital by providing access to relevant educational resources and support systems. This study reveals the economic challenges that strike the workers when industry changes, such as sustainable product costs, technical skill requirements, and demands for continuing professional development, are introduced. It is in this regard that libraries can well place themselves to ameliorate such pressures through making available information resources which will help the workers at beauty parlors to be competitive and economically resilient. The paper concludes by calling on the libraries to continue with efforts in support of the workers of the beauty parlour industry by developing collections and programming that are specially focused on areas such as digital technologies, sustainable business operations, and high-value personalized services. Further research may continue to look into additional strategies for improving library support in these areas.

Keywords: Beauty Industry, Libraries, Cultural Capital, Labor Economics, Sustainability, Digitalization, Personalization, Beauty Parlour Workers, Professional Development, Economic Impact

I. INTRODUCTION

The beauty sector serves not only as an indicator of societal norms and cultural evolution but also plays a crucial role in the international economy, affecting consumer behaviors as well as labor markets (Smith & Taylor, 2022). In recent years, this sector has experienced swift changes propelled by

technological innovations, concerns regarding sustainability, and an increasing focus on personalization (Kumar & Singh, 2020). The aforementioned alterations carry significant consequences for beauty parlour employees, who frequently find themselves at the vanguard of adopting emerging trends and modifying their techniques and competencies in reaction to changing consumer preferences (Johnson, 2023). As these individuals maneuver through the intricacies of an industry characterized by perpetual change, there exists an urgent requirement for resources that can facilitate their professional growth and financial security (Miller, 2021).

In the society, libraries have shifted from being a source of knowledge custodians and cultural and education facilities to the emerging cultural and education generators that reflect the needs of society (Williams, 2021). Positioning them within the context of the beauty sector, it is possible to attest that libraries have a potential of providing vital role in supporting the beauty parlour practitioners by acquiring the collections relevant to the current trends in the field and making the necessary educational materials available (Johnson, 2023). However, there is a laureate absence of the manner in which libraries can effectively acquire and manage such collections and the specific economic consequences that are associated with these trends for beauty parlour workers (Williams, 2021). To fill this gap, this study seeks to establish the procedures that libraries can use to select the collections that reflect the modern trends in the beauty industry as well as to determine the broad socio-economic impact to beauty parlour workers (Anderson & Lee, 2019; Tunga, 2021).

The aims of this study are two-pronged: first of all, to analyze the features of the modern phenomena occurring within the sphere of beauty and their further discussion in the framework of potential integration into the list of library collections; and secondly, to assess the financial

consequences of these trends on employees in beauty salons (Miller, 2021). This research work adopts a qualitative approach that is critical interpretive with an aim of providing pragmatic, policy relevant knowledge for librarians operating in libraries, beauticians working in beauty parlours and other interested professionals (Evans & Thompson, 2023). The core research questions guiding this investigation are: What are the characteristics of the present-day beauty industry? In what ways can libraries develop collections that resonate with these emerging trends? What are the economic repercussions of these trends for beauty parlour employees? (Oleksandr et al., 2024) These inquiries will steer the discourse and examination throughout the manuscript (Smith & Taylor, 2022).

II. LITERATURE REVIEW

Beauty Industry Trends: A Conceptual Discussion

The beauty industry has always been dynamic, driven by numerous external factors, including cultural icons, technological developments, and current economic conditions (Miller, 2021). However, the last decade has seen a remarkable shift in the industry, which is largely led by increasing consumer demand for sustainability, digital inclusions, and personalization (Patel, 2021). The trend of sustainability has, notably, emerged as a fundamental element within the contemporary beauty sector, signifying a larger societal shift towards heightened environmental awareness and ethical consumption (Green & Brown, 2020). This transformation has facilitated the emergence of organic, cruelty-free, and environmentally sustainable beauty products, which have become integral to numerous beauty salons (Patel, 2021).

The movement towards sustainability has not only impacted the range of products available but has also transformed the operational methodologies within the sector (Nguyen & Wilson, 2020). Beauty salons are progressively integrating sustainable business strategies, including waste reduction, the utilization of recyclable packaging, and the procurement of ingredients from ethical sources (Evans & Thompson, 2023; Obeidat & Yaqbeh, 2023). Changes, though rewarding from an ecological perspective, do, however, imply that beauty salon professionals must acquire new knowledge and competence, including an appreciation of the challenges in responsible sourcing and communicating the benefits of these products to the customer (Green & Brown, 2020). Consequently, the trend of sustainability embodies both a prospect and an obstacle for employees in beauty parlours, emphasizing the necessity for ongoing professional advancement and availability of pertinent educational materials (Patel, 2021).

The phenomenon of digitalization represents a substantial trend that has fundamentally altered the beauty industry, facilitating the introduction of novel technologies that have reshaped the delivery of beauty services (Harris & Roberts, 2022). The incorporation of artificial intelligence (AI) and augmented reality (AR) technologies into beauty services has

enabled advancements such as virtual try-on applications, AI-facilitated skincare consultations, and tailored product suggestions based on unique skin profiles (Martinez & Liu, 2021). The progress in technology has not only improved the consumer experience but has simultaneously imposed new requirements on beauty parlour employees, who are now required to be skilled in utilizing these digital tools to fulfill client expectations (Nguyen & Wilson, 2020).

The revolution of digitalization seriously transformed the business environment for the beauty sector because most salons initiated a digital-marketing approach, e-commerce platforms, and an online reservation system to attract and retain customers (Evans & Thompson, 2023; Nehme et al., 2024). This transition has generated novel prospects for beauty salon employees to augment their competencies and elevate their income potential, especially for individuals who can proficiently utilize these technologies to improve their offerings (Harris & Roberts, 2022). Conversely, it also introduces difficulties, particularly for those workers who may be deficient in the technical skills or resources necessary to adjust to this swiftly evolving digital landscape (Martinez & Liu, 2021).

Personalization is the third important trend that has taken center stage in the cosmetics industry, fostered through recent breakthroughs in biotechnology and the growing interest of consumers in products tailored specifically to their specific needs (Chen, 2022). As an effect of this growing interest in personalized beauty products, consumers nowadays have individualized skincare routines, personalized makeup recommendations, and personalized beauty treatments attuned to the unique needs of each customer (Evans & Thompson, 2023). For beauty parlour workers, this trend presents an opportunity to offer differentiated services that can attract a more discerning clientele and command higher prices (Williams, 2021).

However, this trend of personalization means that hair salon workers must constantly update themselves in current products, techniques, and technology (Chen, 2022). Continuous expectation of professional development will be very time and financially consuming, particularly on workers in small independent beauty salons with limited resources, or as Evans & Thompson (2023) put it, 'frail'. The trend of personalisation, therefore, indicates that educational resources and support mechanisms for workers should be within easy reach to help beauty parlour workers retain their competitiveness in a continuously changing and challenging marketplace (Williams, 2021).

Libraries as Curators of Sector Developments

Libraries have historically been acknowledged as crucial entities for the safeguarding and distribution of knowledge (Johnson, 2023). Nonetheless, in contemporary times, their function has evolved to transcend that of simply being guardians of information, as they have progressively assumed an active role in the cultural and educational advancement of the communities they support (Williams, 2021). It is in this

same light that libraries can certainly assist beauty salon practitioners in building collections that reflect current industry trends while granting them access to essential learning materials.

The act of assembling collections that are in accordance with industry trends necessitates a comprehensive comprehension of the prevailing dynamics in the beauty sector, as well as the distinct requirements of beauty salon professionals (Johnson, 2023). An especially impactful method through which libraries can assist this domain is by creating specialized collections that concentrate on sustainability, a topic that has emerged as a key issue within the beauty industry (Green & Brown, 2020). These compilations may encompass various resources, including books, academic journals, online courses, and industry reports designed to inform beauty salon employees about sustainable methodologies, ethical sourcing, and the ecological implications of beauty products (Patel, 2021).

Through the provision of access to these resources, libraries can assist beauty parlour employees in remaining updated on recent advancements in sustainable beauty practices and furnish them with the requisite knowledge and skills to address the increasing demand for eco-friendly products and services (Evans & Thompson, 2023). It is useful for the workers to improve their cultural capital and future employment prospects; help achieve various societal goals including environmental conservation (Green & Brown, 2020). Digital resources are one of the major fields in which libraries can be of great help to the professionals working in beauty line (Harris & Roberts, 2022). While the beauty industry more and more integrates diverse progressive digital technologies, there emerges a growing need for literature that would explain to the workers what are the new technologies and digital tools that are being implemented to the sector (Martinez & Liu, 2021). In a similar way, the libraries should have collections of e-books, online tutorial sources, and online platforms which could provide general information or specific information related to the beauty-related studies like AI in beauty, AR applications in beauty businesses, Digital marketing strategies for beauty businesses, and e-commerce solutions for beauty businesses. The use of these material resources in the parlour may be as follows; increase competitive edge among the employees to further improve their skills, timely acquisition of new and more effective techniques, and increased market advantage for the beauty parlour employees (Creswell & Poth, 2018). It means that through providing better access to these tools and the educational platforms, libraries could help these workers to stay ahead of the technological trends and providing guarantee for their possibility to meet the expectations of this kind of clientele (Martinez & Liu, 2021). In addition, since libraries have the potential of undertaking workshops and training that provide an opportunity of handling these digital tools, they enhance the practical mastery of beauty salon specialists (Nguyen & Wilson, 2020).

The trend towards custom solutions in the beauty industry concerns a field – domain at that – where libraries can offer a lot of help (Chen, 2022). With consumers increasingly opting for an accentuated product individualism, there is an increasing demand by consumers about the latest developments in biotechnology, bespoke skincare, and beauty treatments (Evans & Thompson, 2023). Libraries possess the capability to assemble collections encompassing case studies, scholarly articles, and manuals aimed at instructing beauty parlour employees on how to tailor their services to provide more individualized experiences (Williams, 2021).

The utilization of these resources enables beauty parlour professionals to distinguish themselves within a competitive marketplace by delivering customized services that cater to the individual requirements of each client (Chen, 2022). Furthermore, by granting access to advanced research and practical manuals, libraries can facilitate the ongoing professional growth of beauty parlour workers, assisting them in remaining updated on the most recent trends and methodologies in personalization (Evans & Thompson, 2023). This not only improves the cultural assets of employees but also bolsters their economic stability within an industry that is progressively influenced by personalization and individual tailoring (Williams, 2021).

The Economic Influence on Employees within Beauty Salons

The economic ramifications of industry trends on beauty parlour employees are significant and complex, affecting various aspects such as their job stability, earnings, and the competencies they need to cultivate to stay competitive within the marketplace (Kumar & Singh, 2020). As these trends progress, beauty parlour workers frequently take the lead in adopting innovative practices and adjusting to shifting consumer preferences (Smith & Taylor, 2022). It looks at the economic consequences of three major trends driving the change in the beauty sector: sustainability, digitalization, and personalization.

The movement towards sustainability, although morally admirable and gaining traction among consumers, frequently entails elevated expenses for products and services, which can constrict the profit margins of smaller beauty establishments (Patel, 2021). For instance, organic and cruelty-free products are generally costlier to manufacture and acquire compared to their traditional alternatives, resulting in heightened operational expenditures for beauty parlours (Green & Brown, 2020). This means that for employees within beauty parlours, it involves constantly balancing the need for business sustainability for the products used with the need for sustaining the business's profitability which is a challenge that may be particularly keenly felt especially by those working under small-scale independent parlours that may not have large capital to fund their businesses (Evans & Thompson, 2023).

In addition to the explained higher costs related to sustainable products, the full palette of employees in beauty parlours is

to receive a mandatory consistent training and education to be aware of the newest innovations pertaining to sustainable beauty industry. In this process, one gets to learn about new ingredients, understanding the basic aspects of ethical sourcing, and, inform customers on the benefits of adopting sustainable products (Green & Brown, 2020). While such investment in education and training may enhance the cultural capital of the employees and raise its value in the labor market it comes with a huge cost implication particularly to the employee who may be already struggling with other bills (Evans & Thompson, 2023).

In the field of beauty, digitalization is one of the prominent trends that offers a number of opportunities and threats for those professionals who work in beauty parlours (Harris & Roberts, 2022). On the other hand, the integration of digital instruments and technologies such as artificial intelligence and the augmented reality in beauty services has created other opportunities that the workers can employ to enhance their services as well as increase their level of probable earnings (Martinez & Liu, 2021). Thus, through the implementation of these technologies, the beauty parlour workers can enhance their interference with the clients, improve the efficacy and quality of services that they deliver, appeal to the young audience and set themselves apart from competitors (Nguyen & Wilson, 2020).

However, the introduction of ICT in the beauty sector presents huge challenges, particularly for the employees since they may lack the technological skills or financial capacity to adapt to this quickly changing market (Harris & Roberts, 2022). The need to set budget for new technologies, gain expertise in the use of digital tools, and learn trends in the advanced technology may be time consuming and expensive (Martinez & Liu, 2021). As to some of the employees, including those who belong to the groups of the low-income level, such challenges may lead to the decrease of income, or even the loss of employment due to their inability to meet the demands of an evolving digital world (Nguyen & Wilson, 2020). Similarly the shift towards personalization of beauty products and services has also brought forth a strong economic impact on beauticians and all professionals working in the beauty parlours (Chen, 2022). They state and agree with Evans and Thompson (2023) that consumer-interested services such as beauty parlour require enhanced and professional expertise and competencies needed to service the progressively demanding market of customers who require specific service delivery to suit their needs and wants. It could become an economical burden or an opportunity depending on the available resources in employees' organization and their ability to adapt to the new market needs (Williams, 2021).

Beauty parlour employees who adeptly address the complexities associated with personalization may experience significant benefits, including enhanced client loyalty, the possibility of elevated service fees, and improved job satisfaction (Chen, 2022). Conversely, individuals who find it challenging to remain abreast of contemporary trends and

technological advancements may face adverse economic repercussions, resulting in diminished competitiveness, reduced income, and potentially job displacement (Evans & Thompson, 2023). This emphasizes the importance of accessible resources and support structures that are provided at the libraries, for instance, towards enabling beauty parlour workers to adapt to changes occurring in the industry with the least financial burden (Smith & Taylor, 2022).

III. THEORETICAL FRAMEWORK

Cultural Capital and Its Relevance to the Beauty Industry

The concept of cultural capital developed (Bourdieu, 1986) provides a very important theoretical framework for understanding the relationship between the beauty industry's trends, the library collections, and the economic conditions of workers in the beauty parlour. Cultural capital, according to Bourdieu, is a definition of the social resources which a person has other than financial, such as education, style, and knowledge that enhance one's social mobility and economic prospects. In regard to the beauty industry, the cultural capital of the workers of beauty parlors can be materialized in both skills and knowledge received, which increase their value in the labor market and improve job security (Johnson, 2023).

Libraries can also play a very important role in the accumulation of cultural capital among the workers of beauty parlors by curating the collections representing the most updated tendencies in the beauty industry. For example, grooming classes focused on eco-friendly beauty practices might allow beauticians to learn more about ecological issues, ethical consumption, and organic and cruelty-free product applications. This would make the beauticians more attractive to those clients of parlours who value sustainability, adding higher cultural capital, thereby commanding higher wages and better job opportunities.

Another area where cultural capital is of growing importance is the integration of digital technologies into beauty services. In that respect, while the industry becomes more digitalized, it would also mean that beauty parlour workers are proficient in the use of AI and AR tools, digital marketing strategies, and e-commerce. By curating collections on these technologies, libraries can help workers build the technical skills that will enable them to thrive in an industry in the process of digitalization and thereby improve their cultural capital and economic resilience. Another important aspect-which showcases the significance of cultural capital within the context of the beauty industry-relates to the trend toward personalization in both beauty products and services. Knowing personalized skincare, bespoke beauty treatments, and advances within the field of biotechnology puts workers at beauty parlors in a better position to give customized services to each client based on their needs. This will be adding to their cultural capital, easing the way for them to demarcate their brand in a competitive market, attract high-end clients, and improve their overall earning potential.

Cultural capital ensures, therefore, that access to education and knowledge impinges directly on economic outcomes. Workers in beauty parlours who have the benefit of access to library collections carrying contemporary trends in their industry are better placed to adapt to shifts in the marketplace and improve their economic standing. In this manner, libraries also often play the role of 'critical support structures' facilitating a level playing field for workers in a changing industry by equipping them with the knowledge and skills that will keep them competitive.

Labour Economics and the Beauty Industry

Another beneficial area of study, within this context, is that of labor economics in order to analyze how the trends shaping the beauty industry may affect beauty parlour workers. This branch of economics is concerned with the analysis of the Labour markets with special emphasis in earnings and employment conditions (Borjas, 2019). With reference to beauty industry, as Miller (2021) points, labor economics can assist analyze the impacts of sustainability, digitization and personalization and how it reflects the demand of labor and the welfare of the employees. For example, increase in the inclination of sustainable practices has shifted the dynamics of the product used in beauty parlours hence transforming the requirement of certain skills and the provision of labour (Patel, 2021). This leads to workers that study sustainable products and practices possibly getting better job opportunities or better pay than those workers that don't ace such studies (Green & Brown, 2020). This constant dynamism reaffirms the need for the training of these workers in their field but also avail educational materials to them that will assist them update their knowledge in the area of sustainability (Evans & Thompson, 2023).

Likewise technological advancement in the beauty conglomerate due to digitalization has led to new employment opportunities for the technical input of workers in the areas of AI, AR, and digital marketing (Harris & Roberts, 2022). But it has also brought new issues to workers who may not possess such skills, thus a risk of job losses and, therefore, economic instability (Martinez & Liu, 2021). Using labor economics, one can qualify these shifts in the labor market and stress the role of training and education facilities as the determiners of the workers' effectiveness in meeting the challenges posed by the technologies and finding their jobs reliably (Nguyen & Wilson, 2020).

More importantly, the personalized beauty products and services trend greatly impacts labor economics in the beauty industry. In such cases, whenever the consumers seek customized solutions increasingly, it becomes imperative for the workers of beauty parlours to be capable enough to offer them such services if they want to remain competitive and retain economic stability. It requires a continuous investment in training and new products and is, therefore, often expensive financially for workers. This is particularly hard on low-income workers. Through labor economics, however, such workers in beauty parlors have an analytical framework through which they understand the economic challenges and

opportunities that they go through in trying to ride the trends by pointing at accessible resources and support systems that are much needed.

IV. DISCUSSION

Trend analysis in the beauty industry from the perspective of cultural capital and labor economics shows a series of relevant signals with regard to the role that libraries can play in supporting beauty parlour workers. First, the notion of cultural capital underlines how access to knowledge and education provides a particular set of economic opportunities, especially in as dynamic and competitive an industry as beauty. Libraries through collection development that features industry trends will raise the cultural capital of the workers in the beauty parlours, by offering them better opportunities, economic stability, and the ability to handle the market fluctuations. (Johnson, 2023)

In the sustainability trend, for example, the worker in the beauty parlour is demanded to have relevant knowledge concerning organic and cruelty-free products, business sustainability, and environmental effects related to the beauty industry. It is here that the libraries can assist by providing resources that will educate the workers on the principles of sustainability and the benefits derived from using environmentally friendly products, besides giving practical guides on how to apply sustainable practices in their work. Bettering workers' knowledge in these areas, libraries support them in the pursuit of 'green' customers, gaining a differential advantage in a crowded market and the acquisition of more cultural capital accordingly. Digitalization within this industry only reinforces the technical competencies required from workers, such as those involving AI and AR tools, digital marketing, and e-commerce platforms. Libraries can be pivotal in this regard by developing curated collections offering resources on the latest digital technologies, with further online training platforms, workshops, and tutorials for workers to obtain these skills. This not only enhances the workers' cultural capital but also their economic resilience in an increasingly technologically driven industry that ensures they remain competitive and are capable of meeting the demand from a digitally savvy clientele. Also, labor economics provides a complementary perspective that can help explain the economic impact of industry trends on workers in the beauty parlour industry. For instance, the sustainability trend has created new opportunities for labor with knowledge in sustainable products, but has also brought new financial burdens with it, such as the rise in organic product costs and the constant training required. Libraries can help alleviate these economic issues by providing resources that will help workers control costs, access inexpensive training, and plan strategies to maintain profitability in a sustainable beauty parlour (Green & Brown, 2020).

With the digitalization of the beauty industry, new opportunities opened up for those workers who had technical ability but simultaneously, there was also the risk of job losses of those who could not adapt themselves (Harris & Roberts, 2022). These challenges, which are integrated into

library-curated collections, can equip workers within these beauty parlors with the needed competencies to stay relevant in their increasingly digitalized industries. Eventually, this will lower their risks of economic insecurity and help sustain their competitiveness in the labor market. Apart from that, libraries can also provide access to information on digital marketing and business management that may help workers make use of new technologies in attracting clients and improving revenues, thereby maintaining economic stability. As observed (Nguyen & Wilson, 2020), libraries can therefore play critical roles in sustaining the economic activities of beauty parlour workers.

Another economic implication has been the increasing trend towards personalized beauty products and services. Workers in beauty parlours are forced to update their knowledge and skills constantly in order for them to provide customized services that cater to the peculiar needs of every client. This assertion is supported (Chen, 2022). Libraries can help with this by providing access to timely research in biotechnology, personalized skincare, and bespoke beauty treatments, along with practical guides regarding how these trends can be integrated into work. While improving the cultural capital of workers, this way they contribute to their economic resilience and competitiveness within the millennial industry, guided by customization and individualization.

V. CONCLUSION

The given research paper had delved in detail into the trends within the beauty industry, the collection in the libraries, and the economic impact that such an industry presents for the workers in beauty parlors, therefore underlining the considerable contribution libraries can make to help workers through the challenges and opportunities that current trends are presenting (Smith & Taylor, 2022). This qualitative study, underpinned by the conceptual frameworks of cultural capital and labor economics, has sought to provide evidence of how libraries might contribute to the cultural capital of beauty parlour workers through collection curations reflecting new industry developments, access to educational resources, and support for continuous professional development.

The beauty industry is constantly changing due to the increasing speed of consumer preference, advances in technology, and the overall movement of society. As each of these trends continues to evolve, they continue to develop both opportunities and challenges for the workers of beauty parlors accordingly, since they have to adjust themselves to new products, technologies, and clients' expectations. Libraries as active members of culture are capable of being more than mere support systems and can maintain collections that relate to current trends within the industry as well as provide access to much needed educational materials. This theory of cultural capital helps prove that in fact, knowledge, and education play a significant role as gateways to an economic result, much prerequisite to the beauty business, which is so cut-throat and dynamic. With the concept and selection of the libraries – cultural capital enhancing, Bourdieu (1986) shows that through such support, workers

especially in such sectors such as beauty parlours are offered improved job opportunities, an aspect that influences their economic status and their ability to respond to changes in the market. Consequently, Smith adds that through the concept of cultural capital it is also possible to understand that knowledge and education open certain economic results. Labor economics further cements the relevance of libraries in trying to provide solutions to the economic problems emanating from the industry trends through providing resources that could help workers control costs, acquire new skills, and adapt to the changes in the market.

Libraries play a crucial and varied role in supporting the workers of beauty parlors. What's more, by choosing collections that are representative of the most recent trend in the industry, allowing access to educational resources, and providing support for continuous professional development, one is surely enabling these workers to stand strong as the industry changes very fast and often. With the beauty business being always in flux, this puts libraries at center stage as a partner in vocational development and economic self-sufficiency. This may also provoke future research with respect to the exact ways that libraries can expand their support for workers in the beauty parlour industry, particularly in areas like digital technology and business practices that are friendly to the environment, and offering customized services.

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