

Assessing Youth Awareness Towards Sustainability And Economic Renaissance In Oman

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Abstract : Oman Vision 2040 aims to overcome challenges, keep pace with regional and global changes, generate and seize opportunities to foster economic competitiveness and social well-being, stimulate growth and build confidence in all economic, social and developmental relations nationwide. While identifying the national priorities, the vision focuses on reshaping the roles of and relation between public, private and civil sectors to ensure effective economic management; achieve a developed, diversified and sustainable national economy; ensure fair distribution of development gains among governorates; and protect the nation's natural resources and unique environment. In this milieu, the present study will explore the youth's awareness of sustainability and its impact on economic renaissance. It aims to gather information from the stakeholders and provide an evidence-based understanding of an issue of national importance that is less studied or documented. Ethnocentric consumer studies have been conducted in Oman and other countries which discuss the purchase decisions made by the consumer under various parameters. Awareness or the lack of awareness can influence the consumers buying choices or decisions. Globalization, online shopping, and social media are some of the factors that influence the awareness levels among the people in society. Hence it is important to understand the level of awareness of young consumers towards both domestic and imported products. The gathered data will help address the opportunities and challenges towards achieving the national priorities in Oman Vision 2040. Knowledge-based Participatory Action Research (PAR) method is considered for this study, as it involves the active participation of the researcher and respondents (stakeholders) to generate ideas and action for social change. A mixed-method approach will be used to collect data. The data collected through the questionnaires will be analyzed using SPSS software, while the responses gathered from personal interviews will be categorized and analyzed. The information generated from this two-fold Participatory Action Research approach will allow the researchers to explore the problem statement. This, in turn will help identify the gaps, if any, that will further help the policymakers in developing suitable strategies to achieve the desired outcome. The findings will also significantly contribute to the literature related to Oman.

Keywords : sustainability, awareness, Oman Vision 2040, national pride

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