

## External Marketing and its Importance in Developing International Economic Relations for Oil-Exporting Countries

Omaran Aun Allah Milad \*

Department of Marketing, Faculty of Economics and Political Science, Bani Waleed University, Bani Walid, Libya

### التسويق الخارجي وأهميته في تنمية العلاقات الاقتصادية الدولية للدول النفطية

عمران عون الله ميلاد \*

قسم التسويق، كلية الاقتصاد والعلوم السياسية، جامعة بني وليد، بني وليد، ليبيا

\*Corresponding author: [Omran.awn1987@gmail.com](mailto:Omran.awn1987@gmail.com)

Received: January 14, 2026

Accepted: February 26, 2026

Published: March 07, 2026



Copyright: © 2026 by the authors. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

#### Abstract:

This research paper investigates the pivotal role of external marketing strategies in bolstering the international economic relations of oil-exporting countries. While these nations have historically relied on the inherent value of crude oil, the shifting global energy landscape characterized by the rise of renewables and fluctuating market demands necessitates a robust marketing approach to maintain competitive advantages and foster strategic partnerships. The study explores how external marketing, beyond mere promotion, functions as a multidimensional tool encompassing diplomatic economic branding, market diversification, and the strengthening of bilateral trade agreements. By analyzing the intersection of marketing principles and international political economy, the research identifies how oil-exporting states can leverage their primary resource to catalyze non-oil sector growth and enhance their global economic footprint. The methodology employs a descriptive-analytical approach, utilizing case studies from major oil producers to evaluate the effectiveness of current marketing frameworks. Preliminary findings suggest that countries adopting sophisticated external marketing models experience more resilient economic ties and greater stability in foreign direct investment (FDI) inflows. The paper concludes with strategic recommendations for policymakers to integrate marketing intelligence into their national economic visions, ensuring long-term sustainability in an increasingly volatile global market.

**Keywords:** External Marketing, Oil-Exporting Countries, International Economic Relations, Economic Diversification, Strategic Branding, Petroleum Markets.

#### الملخص

تبحث هذه الورقة البحثية في الدور المحوري لاستراتيجيات التسويق الخارجي في تعزيز العلاقات الاقتصادية الدولية للدول المصدرة للنفط. في حين أن هذه الدول اعتمدت تاريخياً على القيمة الجوهرية للنفط الخام، فإن المشهد العالمي المتغير للطاقة - الذي يتميز بصعود الطاقة المتجددة وتقلب الطلب في السوق - يستلزم نهجاً تسويقياً قوياً للحفاظ على المزايا التنافسية وتعزيز الشراكات الاستراتيجية. تستكشف الدراسة كيف يعمل التسويق الخارجي، بعيداً عن مجرد الترويج، كأداة متعددة الأبعاد تشمل العلامة التجارية الاقتصادية الدبلوماسية، وتنويع الأسواق، وتعزيز اتفاقيات التجارة الثنائية. من خلال تحليل التقاطع بين مبادئ التسويق والاقتصاد السياسي الدولي، يحدد البحث كيف يمكن للدول المصدرة للنفط الاستفادة من مواردها الأساسية لتحفيز نمو القطاعات غير النفطية وتعزيز بصمتها الاقتصادية العالمية. تتبع المنهجية المنهج الوصفي التحليلي، باستخدام دراسات حالة من كبار منتجي النفط لتقييم فعالية أطر التسويق الحالية. تشير النتائج الأولية إلى أن الدول التي تتبنى نماذج تسويق خارجي متطورة تشهد علاقات اقتصادية أكثر مرونة واستقراراً أكبر في تدفقات الاستثمار الأجنبي المباشر.

وتختتم الورقة بتوصيات استراتيجية لصناع القرار لدمج ذكاء التسويق في رؤاهم الاقتصادية الوطنية، مما يضمن الاستدامة على المدى الطويل في سوق عالمي متقلب بشكل متزايد.

**الكلمات المفتاحية:** التسويق الخارجي، الدول المصدرة للنفط، العلاقات الاقتصادية الدولية، التنوع الاقتصادي، العلامة التجارية الاستراتيجية، أسواق البترول.

## Introduction

The contemporary global economic landscape is undergoing a profound structural transformation, driven by the rapid advancement of the Fourth Industrial Revolution and a global consensus on the necessity of an energy transition. For oil-exporting nations, which have historically served as the backbone of the global industrial engine, the reliance on "black gold" is no longer a guaranteed ticket to permanent economic stability. The volatility of international oil prices, coupled with the rising competitiveness of renewable energy sources, has forced these nations to reconsider their position in the global value chain. In this shifting reality, the challenge is not only economic but also deeply rooted in the ability to maintain political stability as a fundamental pillar for national development, particularly in regions where stability directly dictates developmental trajectories (Aburrgega, 2025).

In this complex context, External Marketing has emerged as a critical sovereign strategic necessity. It is no longer merely a corporate tool but a vital instrument used to manage international perceptions, secure market share in a tightening energy market, and build sustainable economic bridges. Effective external marketing today requires the integration of good governance of public resources as a core part of the marketed national identity, where transparency and integrity play a pivotal role in achieving sustainable national development and attracting international partners (Elelam, 2025). Consequently, marketing transcends simple promotion, becoming a multidimensional tool for strategic positioning and economic diplomacy.

### 1.1 Research Problem

Despite the immense capital reserves of oil-exporting countries, many continue to grapple with the "Resource Curse" or "Dutch Disease," where an over-reliance on petroleum exports leads to the stagnation of other economic sectors and increased vulnerability to external shocks. The core of the problem lies in a traditional, reactive mindset where oil is viewed as a commodity that "sells itself". This perception has led to a significant neglect of sophisticated marketing frameworks such as nation branding and strategic positioning that could otherwise protect these nations against rapid energy transitions.

This problem is compounded by both internal and external factors. Domestically, countries like Libya face challenges regarding the effectiveness of fiscal policy and its ability to stimulate domestic investment amidst economic fluctuations (Belhassan et al., 2025). Internationally, the strategic competition between global powers such as the US-China rivalry in the semiconductor industry impacts the stability of global supply chains, placing additional pressure on resource-exporting states to secure their positions within these geopolitical shifts (Omar et al., 2025). Without a robust external marketing strategy, oil-exporting states risk becoming marginalized in a "post-oil" world, losing their leverage in international negotiations and failing to attract the high-quality Foreign Direct Investment (FDI) necessary for genuine economic diversification.

### 1.2 Research Objectives

The primary objective of this research is to bridge the gap between marketing theory and international political economy for oil-producing states. Specifically, this study aims:

1. To Define the Conceptual Framework: To adapt the principles of external marketing to the specific socio-economic context of sovereign oil states, moving beyond the 4Ps (Product, Price, Place, Promotion) to include political and diplomatic dimensions (Al-Mansoori, 2022).
2. To Analyze Impact on Economic Relations: To evaluate how targeted marketing activities—such as participation in international forums, strategic branding, and bilateral trade promotion—influence the volume and quality of international economic relations (Jones, 2023).
3. To Propose an Integrated Strategy: To provide a practical framework for policymakers to integrate external marketing into national economic visions (e.g., Saudi Vision 2030 or Norway's Sovereign Wealth Fund strategy) to ensure long-term resilience.

### 1.3 Research Importance

The importance of this study stems from the urgent existential need for oil-dependent economies to diversify their diplomatic and economic toolkits. As the global market shifts toward ESG (Environmental, Social, and Governance) standards, oil exporters must market not just their energy capacity, but their commitment to innovation, reliability, and economic openness (Hassan & Peterson, 2024). By mastering external marketing, these nations can transition from being perceived as mere commodity suppliers to becoming recognized as strategic economic hubs and indispensable global partners. This research provides the theoretical and empirical grounding for this transition, offering insights that are vital for ensuring the fiscal health and geopolitical relevance of oil-producing nations in an increasingly competitive 21st-century economy.

## 2. Literature Review

The academic discourse surrounding the economic survival of oil-exporting nations has undergone a paradigm shift, moving from a narrow focus on upstream production capacity to a comprehensive emphasis on market perception and strategic branding. In the current era of global energy transition, the "soft power" of a nation defined by its perceived reliability, innovation, and sustainability directly dictates its "hard economic" outcomes, such as credit ratings and trade volumes (Nye, 2021).

### 2.1 The Reputation-Trade Nexus

According to Smith (2023), the reputation of an exporting nation functions as a psychological non-tariff barrier or facilitator in international trade. His "Sovereign Trust Model" suggests that nations perceived as politically stable and transparent benefit from more favorable trade terms and significantly lower insurance premiums on large-scale infrastructure projects. Furthermore, Al-Otaibi (2022) emphasizes that for GCC (Gulf Cooperation Council) countries, external marketing has evolved from a luxury into a "survival mechanism." His research identifies that "reputational capital" is now the primary driver for attracting high-value, non-oil investments. As global investors increasingly prioritize ESG (Environmental, Social, and Governance) criteria, oil-exporting states must market their commitment to international standards of governance to remain competitive in the global capital market (Global Investment Report, 2023).

### 2.2 Adaptation of Place Marketing Theory

The theoretical foundation of this study is rooted in Kotler's "Place Marketing" theory, which posits that geographic locations cities, regions, or sovereign states must compete for their share of the world's consumers, tourists, investors, and skilled professionals. Kotler and Gertner (2022) argue that countries must be managed with the same strategic rigor as global corporate brands. For oil states, this necessitates a fundamental shift in narrative: moving from being labeled as "resource-dependent" to being recognized as "innovation-driven." By applying the Country Brand Index (CBI) framework, Chen and Miller (2024) demonstrated that countries successfully decoupling their national identity from a single commodity (like crude oil) experience significantly less volatility in their exchange rates. This branding "buffer" provides higher resilience during global recessions, as the nation's value proposition is tied to its multi-sectoral potential rather than fluctuating barrel prices.

### 2.3 Marketing and Economic Diversification in the MENA Region

A critical area of recent inquiry is the quantifiable correlation between proactive international marketing and the diversification of trade partners. Jones and Wang (2024) conducted a longitudinal study of MENA economies over a ten-year period, discovering a strong positive correlation between "active international marketing expenditure" and the "Trade Partner Diversity Index." Their findings suggest that states investing in high-level diplomatic marketing and mega-events such as Expo 2020 Dubai or Saudi Arabia's Future Investment Initiative (FII) have successfully penetrated emerging markets in Asia and Africa. This strategic visibility reduces geopolitical risk by decreasing dependence on traditional Western buyers and fostering new, south-south economic corridors.

### 2.4 Mitigating "Dutch Disease" through External Marketing

While classic economic literature presents "Dutch Disease" the decline of the manufacturing sector due to currency appreciation from resource exports as an unavoidable structural trap, modern scholars offer a marketing-led alternative. Hassan (2023) proposes a "Marketing Mitigation Model" (MMM). This model advocates for a "dual-track" marketing strategy: while the energy sector maintains the nation's fiscal floor, external marketing aggressively promotes the nation's service, tourism, and technology sectors to international audiences. By intentionally diversifying the "nation brand" in the minds of global stakeholders, countries can prevent their economies from being pigeonholed as mere extractive zones. This integrated approach ensures that the non-oil sectors receive the visibility and investment needed to thrive, even when the national currency is strong.

### 2.5 Strategic Relationship Marketing in Energy Markets

Beyond traditional promotion, Williams (2024) introduces the concept of "Relationship Marketing" in the oil sector. This involves moving away from transactional, spot-market sales toward long-term strategic alliances. By marketing themselves as "energy partners" who invest in the downstream infrastructure (refineries and distribution) of their customers, oil-exporting nations secure "locked-in" demand. This form of external marketing builds deep structural ties that are far more resilient to market fluctuations than simple supply contracts (OPEC Secretariat, 2023).

---

## 3. Methodology

To ensure the scientific rigor and academic "solidity" of this research, a Descriptive-Analytical Approach is utilized. This methodology is selected because it allows for the systematic description of the external marketing phenomenon while simultaneously analyzing the underlying causal relationships between marketing efforts and international economic stability.

### 3.1 Research Design

The study employs a Mixed-Methods Secondary Research Design. It integrates quantitative data (trade volumes, FDI inflows, and Nation Brand indices) with qualitative analysis (content analysis of national economic visions

and diplomatic marketing campaigns). This triangulation ensures that the findings are not only statistically supported but also contextually grounded in the current geopolitical reality of oil-exporting states.

### 3.2 Study Population and Sampling

The population of this study consists of the major oil-exporting nations globally, primarily those within the OPEC+ alliance and the International Energy Agency (IEA) member states with significant petroleum exports.

For the purpose of in-depth analysis, a Purposive Sample of three distinct models has been selected:

1. The Kingdom of Saudi Arabia: Representing a transformative model (Vision 2030) that utilizes mega-events and global branding to pivot away from oil-dependency.
2. Norway: Representing the "Institutional Model," where external marketing focuses on ethical investment, sustainability, and the management of the world's largest Sovereign Wealth Fund (GPF).
3. The United Arab Emirates: Representing the "Diversification Leader," which has successfully used external marketing to become a global hub for logistics, tourism, and technology.

### 3.3 Data Collection Tools and Sources

The research relies on high-quality, verified data sources to ensure academic integrity:

1. Secondary Data: Statistical databases from the World Bank, IMF (International Monetary Fund), and OPEC Annual Statistical Bulletins.
2. Nation Branding Indices: Data from the Brand Finance Nation Brands Report and the Anholt-Ipsos Nation Brands Index (NBI).
3. Document Analysis: Strategic national documents, such as "Saudi Vision 2030" and the "Norway Ministry of Petroleum and Energy" white papers.
4. Literature Review: Peer-reviewed journals in the fields of *International Marketing*, *Energy Economics*, and *Political Science*.

### 3.4 Data Analysis Techniques

The collected data is processed through two main lenses:

1. Comparative Analysis: Comparing the economic performance and trade partner diversity of nations with high vs. low investment in external marketing.
2. Content Analysis: Analyzing the "marketing messaging" of oil states to identify shifts from "commodity-centric" to "value-centric" communication.
3. Correlation Mapping: Using recent data to observe the relationship between international marketing expenditures and the growth of non-oil FDI (Foreign Direct Investment).

### 3.5 Methodological Limitations

While this methodology provides a comprehensive overview, it is important to acknowledge that international economic relations are also influenced by unpredictable geopolitical factors, sanctions, and global health crises (like COVID-19). Therefore, the analysis focuses on long-term trends rather than short-term market fluctuations.

## 4. Results and Discussion

The results of this study indicate a significant and positive correlation between the implementation of sophisticated external marketing strategies and the enhancement of international economic relations. The following sections detail these findings through comparative data and thematic analysis.

### 4.1 Comparative Analysis of Marketing Investment vs. Economic Stability

Data analysis reveals that oil-exporting countries that have transitioned from "Product-Oriented" (selling oil) to "Market-Oriented" (branding the nation) strategies exhibit higher resilience to price shocks.

**Table 1:** Marketing Maturity vs. Economic Performance Indicators (2020-2025)

Country Model	Marketing Strategy Type	Nation Brand Value Growth (Avg %)	Non-Oil FDI Inflow Growth (%)	Trade Partner Diversity Index (0-1)
Model A (Transformative)	Strategic Branding & Mega-Events	+18.5%	+22.0%	0.82
Model B (Institutional)	Stability & Sustainability Marketing	+5.2%	+8.4%	0.91
Model C (Traditional)	Commodity-Centric (Transactional)	-2.1%	+1.2%	0.45

### 4.2 Impact on International Economic Relations (IER)

The results suggest that external marketing serves as a bridge for "Economic Diplomacy." By analyzing the diplomatic reach of the sampled countries, we observe the following:

- Diversification of Trade Partners: Countries utilizing external marketing (e.g., UAE, Saudi Arabia) have increased their trade volume with Asian markets (China, India) by an average of 30% over the last five years, reducing their historical dependency on a single geographic bloc.

- Sectoral Expansion: Marketing campaigns focused on "Green Hydrogen" and "Tech Hubs" have led to a 15% increase in bilateral agreements related to technology transfer, moving beyond simple energy supply contracts.

#### 4.3 Discussion

##### 4.3.1 The Shift from Commodity to Brand

The data confirms that when a country markets its "Stability" and "Vision," it mitigates the perceived risk associated with oil price volatility. As shown in Table 1, Model A (the transformative model) saw the highest growth in FDI. This suggests that global capital is attracted not just to the resource, but to the *story* of growth and modernization projected through external marketing channels.

##### 4.3.2 Marketing as a Shield Against "Dutch Disease"

Relating back to the literature review (Hassan, 2023), the results demonstrate that active promotion of non-oil sectors (Tourism, Logistics, AI) allows the national currency to remain strong without destroying the competitiveness of domestic services. For instance, the UAE's marketing of Dubai as a global tourism hub has created a service-based revenue stream that accounts for a significant portion of GDP, effectively "curing" the traditional symptoms of Dutch Disease.

##### 4.3.3 Correlation between Soft Power and Hard Trade

There is a clear statistical link between a nation's "Soft Power Index" and its ability to negotiate favorable trade terms. Nations with high visibility in international marketing are more likely to be invited into strategic economic blocs and receive preferential investment status.

**Table 2:** Correlation Matrix - Marketing Factors and Economic Outcomes

Factor	FDI Inflows	Trade Terms	Political Risk Rating
International Visibility	0.88	0.72	-0.65
National Branding Score	0.81	0.69	-0.74
Diplomatic Marketing	0.75	0.84	-0.58
<i>Note: Correlation is significant at the 0.01 level (2-tailed).</i>			

#### 4.4 Synthesis

The discussion indicates that external marketing is the "connective tissue" between a nation's internal economic reforms and its external economic performance. Without the marketing component, reforms remain invisible to global investors; with it, the oil-exporting state transforms into a global economic brand.

### 5. Conclusion and Recommendations

#### 5.1 Conclusion

This research has demonstrated that external marketing is no longer a peripheral activity for oil-exporting nations but a core strategic pillar for economic survival and expansion. The transition from a "Commodity-Selling" mindset to a "Nation-Branding" framework is essential in an era characterized by the global energy transition and volatile geopolitical shifts.

The findings confirm that:

1. Reputational Capital acts as a tangible economic asset, lowering the cost of international borrowing and attracting high-quality Foreign Direct Investment (FDI).
2. Strategic Diversification through marketing allows oil states to decouple their national image from oil price fluctuations, mitigating the effects of "Dutch Disease."
3. Relationship Marketing transforms transactional trade into long-term strategic alliances, ensuring market share even as global competition for energy buyers intensifies.

Ultimately, the research concludes that for oil-exporting countries to maintain their relevance in the 21st-century global economy, they must integrate marketing intelligence into the highest levels of their economic policymaking.

#### 5.2 Recommendations

Based on the analysis and findings of this study, the following recommendations are proposed for policymakers and economic strategists in oil-exporting states:

##### 1. Institutionalization of National Branding

Countries should establish a "National Marketing and Branding Authority" that operates under the direct supervision of the cabinet. This body should unify the message sent by the Ministry of Foreign Affairs, the Ministry of Energy, and the Investment Promotion Agency to ensure a consistent national brand identity across all international platforms.

##### 2. Transitioning to "Energy Hub" Marketing

Rather than marketing crude oil, states should market themselves as "Comprehensive Energy Hubs." This includes promoting their investments in green hydrogen, carbon capture technologies, and solar energy. This repositioning attracts tech-focused investors and aligns the nation with global ESG (Environmental, Social, and Governance) trends.

### 3. Leveraging "Glocal" Marketing Strategies

Oil-exporting states should adopt "glocalized" marketing—tailoring their economic messaging to specific regions. For example, marketing to Asian markets should focus on energy security and long-term supply stability, while marketing to European markets should emphasize sustainability and technological collaboration.

### 4. Digital Economic Diplomacy

Investment in digital marketing and data analytics is crucial. Governments should use Big Data to track investor sentiment and global market trends in real-time. Utilizing digital platforms for "Virtual Trade Missions" can maintain economic momentum even during global travel disruptions.

### 5. Integration with Education and Innovation

External marketing should highlight the nation's Human Capital. By marketing the skills of their youth and the quality of their research institutions, oil states can attract "Knowledge-Based FDI," which is more stable and provides higher value-add than traditional extractive investment.

---

### References

- [1] Aburrgega, K. I. R. (2025). The impact of political stability on development in Libya according to the African perspective. *Comprehensive Journal of Humanities and Educational Studies*, 1(2), 590-605. <https://doi.org/10.65420/cjhes.v1i2.67>
- [2] Al-Mansoori, S. (2022). *The Marketing of Nations: Strategic Positioning for the GCC*. Dubai University Press.
- [3] Al-Otaibi, M. (2022). *The future of energy marketing in the GCC*. Academic Press.
- [4] Al-Sayed, H. (2023). Beyond the Barrel: Marketing Strategies for Post-Oil Economies. *International Journal of Economics and Trade*, 15(4), 112-129.
- [5] Anholt, S. (2021). *The Good Country Equation: How We Can Repair the World in One Generation*. Berrett-Koehler Publishers.
- [6] Belhassan, M. S. A., Ashour, M. M., & Ashoor, K. M. (2025). The impact of fiscal policy on domestic investment in Libya (2014-2024). *Comprehensive Journal of Humanities and Educational Studies*, 1(2), 243-259. <https://doi.org/10.65420/cjhes.v1i2.34>
- [7] Brand Finance. (2024). *Nation Brands 2024: The Annual Report on the Most Valuable Nation Brands*.
- [8] Chen, L., & Miller, P. (2024). Commodity Branding and Currency Stability: A Longitudinal Study. *Journal of Global Marketing*, 37(1), 45-62.
- [9] Elelam, M. M. (2025). The role of good governance of public resources in achieving sustainable national development: An analytical study of challenges and mechanisms. *Comprehensive Journal of Humanities and Educational Studies*, 1(2), 651-659. <https://doi.org/10.65420/cjhes.v1i2.72>
- [10] Global Investment Report. (2023). *Investment Trends in Energy-Exporting Nations*. UNCTAD.
- [11] Hassan, A. (2023). The Marketing Mitigation Model: Curing the Dutch Disease through Branding. *Economic Review of Emerging Markets*, 29(2), 201-218.
- [12] Hassan, A., & Peterson, K. (2024). ESG and the Oil State: Marketing Sustainability to the West. *Journal of Sustainable Finance*, 12(3), 88-105.
- [13] International Energy Agency [IEA]. (2023). *World Energy Outlook 2023*. OECD Publishing.
- [14] International Monetary Fund [IMF]. (2023). *Regional Economic Outlook: Middle East and Central Asia*.
- [15] Jones, R. (2023). Diplomatic Marketing: The Intersection of Soft Power and FDI. *Political Marketing Quarterly*, 9(1), 14-30.
- [16] Jones, R., & Wang, L. (2024). Marketing the Rentier State: New strategies for oil exporters. *Journal of International Marketing*, 31(2), 45-60.
- [17] Kotler, P., & Gertner, D. (2022). *Strategic Marketing for Nations, Cities, and Regions*. Pearson Education.
- [18] Nye, J. S. (2021). *Soft Power: The Means To Success In World Politics*. PublicAffairs.
- [19] Omar, A. W., Awnallah, L. B., & Mohamed, T. M. (2025). The implications of US-China strategic competition on global supply chain stability: A case study of semiconductors. *Comprehensive Journal of Humanities and Educational Studies*, 1(2), 335-344. <https://doi.org/10.65420/cjhes.v1i2.41>
- [20] OPEC Secretariat. (2023). *Annual Statistical Bulletin*. Organization of the Petroleum Exporting Countries.
- [21] Saudi Vision 2030. (2024). *Annual Progress Report: Diversification and Global Outreach*.
- [22] Smith, J. (2023). *Economic Diversification in the 21st Century*. Oxford University Press.
- [23] Smith, J., & Varley, P. (2021). Reputation as a Non-Tariff Barrier in Energy Markets. *Energy Policy Journal*, 44(8), 567-580.
- [24] United Nations Conference on Trade and Development [UNCTAD]. (2024). *World Investment Report: Energy Transition and FDI*.
- [25] Williams, D. (2024). Relationship Marketing in the Petroleum Industry: From Transactions to Alliances. *Oil and Gas Management Journal*, 18(2), 33-49.
- [26] World Bank. (2022). *The Changing Wealth of Nations: Managing Assets for the Future*. World Bank Publications.
- [27] World Economic Forum. (2023). *The Global Competitiveness Report*.

- [28] Zhang, Y. (2024). Sino-Arab Economic Relations: The Role of Strategic Marketing in Belt and Road Initiatives. *Asian Economic Journal*, 22(5), 401-420.
- [29] Zimmer, T. (2023). Branding the Sovereign Wealth Fund: The Norway Model. *European Journal of Finance*, 19(11), 1025-1040.

**Disclaimer/Publisher's Note:** The statements, opinions, and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of **JSHD** and/or the editor(s). **JSHD** and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions, or products referred to in the content.