

North Europe Scotland Men's Kilt Skirt

Clovis Duclos, Elhadji Ndiaye, Lori Perez Matos, Malik Lee, Nargiza Rahmatilloeva

2022 Fall Term International Retailing BUF 3300 OL68

Dr. Alyssa Dana Adomaitis

August 30 2022

The Kilt skirt has been a custom to Scotland for ages as men would typically wear the skirt for special occasions, formal wear and traditional celebrations (Caitlin, 2021). The unique attire for men became even more popular among English-speaking nations, such as the United States, Australia, Canada, and other European countries. Kilts indigenous roots start with soldiers from the Scottish Highlands, who used to wear these kilts because it allowed them to have more freedom of movement during combat and the folds of these kilts also protected them. Also, being that they were originally made of wool, these skirts protected them from the cold and kept them dry when they had to fight in humid climates, in addition to being able to use them as warm blankets at night (Scottish kilt: brief history, 2022). As the consideration of the importing or exporting of goods in making the Kilt skirt is being discussed, understanding and respecting the country's current and past standing is important. This proposal will focus on Scotland as a whole and will take a look at its interrelations, economy, levels of trade and many more to determine the best decision regarding importing and exporting out of Scotland.

When it comes to the climate of Scotland, it is located in the Western Hemisphere belonging to the northern region of Europe, similar weather patterns with North America Scotland has four seasons throughout the year (Encyclopædia Britannica, inc. 2022). In the months of November to April is winter known as the low season, May to June is spring, July to August being the high season of summer, leaving September to October autumn. Weather in July being the hottest time around temperatures can range from 75°F.

Scotland's geography is as vast as its next to the Irish Sea that's 210km long and 240km wide. It also sits near the north border of Scotland; lining up with the north Atlantic Ocean creating a connection with Ireland. The sea has a host of underwater species that are exported such as jellyfish, cod, flatfish, bivalves, mussels and scallops (Parson, 2019). Residents in Scotland use the sea for various reasons such as fishing or swimming and shipping exports like petroleum. Scotland is the most northern of the United Kingdom's four regions, which takes up about one-third of the island of Great Britain. Scotland's landscape is diverse, ranging from urban areas to sparsely populated islands, from agricultural lowlands to pristine uplands (Scotland, 2022). The Highlands in the north, the Midland Valley (Central Lowlands), and the Southern Uplands are Scotland's three main topographical regions. The latter two regions are a part of the cultural region known as the Lowlands (Encyclopædia Britannica, inc. 2022). Although it is a tiny area, there are significant variances. Since the predominant winds, which come from the southwest and are packed with moisture from the Atlantic, are hilly, precipitation is most intense there. Scotland's diverse geologic structure, topography, and climate result in a wide range in the soil's characteristics. River mouths, glens, and coastal strips can be farmed and give vast amounts of natural resources as well as houses a large variety of animals for its size (The geography of Scotland, 2022).

Some of these natural resources consist of oil, gas, water and wind power. With the aid of turbines, Scotland at one point, was able to generate about 70% of its electricity from wind in 2020. (BBC News, 2022). About one-fifth of Scotland's electricity is created by renewable resources, led by wind. (BBC News, 2022). They also were at one point global leaders in the construction of offshore wind farms. (BBC News, 2022). Oil and gas are essential for maintaining and developing Scotland's economy. In 2015, oil and gas accounted for about 90% of the

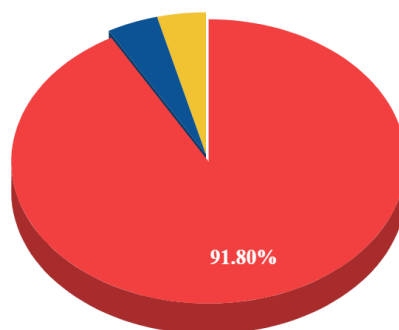
country's total primary energy which provided for their electric power stations and nuclear generations(Encyclopedia Britannica, 2022) . As for water, Scotland has an enormous supply range from their rivers, canals and reservoirs. It's bordered by the Atlantic ocean and the north sea with also a variety of locations within Scotland that harbors small bodies of water, making water their greatest natural asset . Water is used for public health, food, energy and more. There are even more resources used like coal and wood, that also contribute to their natural resources.

In Regards to the history of Scotland, in the 10th century many Anglo-Saxons from England settled in the Lowlands of Scotland after the Norman conquest of England in 1066. The Scots gradually embraced English customs in this area. Clan leaders evolved into nobility when feudalism took hold (Scottish history, Scotland, 2022). According to “The history of Scotland,” during the Paleolithic period, people first settled in Scotland. Small bands of hunter-gatherers foraged sought plants and killed wild animals for food. In Scotland, cultivation and claims to land ownership date back to the Neolithic era. As they developed tombs to hold the bones of their forefathers as well as permanent shelters, earthenware, and stone axes.

Fastwarding to 2022 Scotland is now one of the four countries that make up the United Kingdom which are England, Wales, and Northern Ireland. Scotland has 5,295,403 Million people as of the 2011 census; women outnumber the men by 150,000 (Population, 2021). As shown in *figure 1* shown below, out of around 5 Million people 91.8% are white, 4.2% identified as Polish, Irish or white/other and 4% consider themselves African, Caribbean, black or mixed ( Ethnicity, 2021). When it comes to Scotland unemployment rate Statista 2022 shows it's currently at a healthy rate of 3.5% since May 2022 ( Unemployment rate in Scotland from June 1992 to June 2022, 2022).

## Ethnicity In Scotland

● 91.80% Identified as White ● 4.20% Identified as Polish, Irish, Gypsy/Traveller  
● 4% Identified as Asian, African, or Black / Mixed



**Figure 1 - Pie chart shows data from the 2011 Ethnicity Census**

Due to Scotland's abundance of natural resources and greenland that keeps employment high and its yearly earning profits as well, is a big part of the reason England would like to keep Scotland in the United Kingdom. When it comes down to their *interrelationships* in Northern Ireland it goes way back as they share many similarities. Due to an *economic slump* of a Famine around the 1840's many Irish immigrants left to Glasgow, Scotland by 1847 50,000 immigrants had entered the city and by 1850 already 80,000 Irish immigrants were settled in (Mitchell,

2022). Having integrated their cultures in 2013 Ireland and Scotland have a strong *domestic trade* as Scotland was Ireland 8th biggest exporter with 920 Million pounds in exported goods which in the US is about 1 billion dollars ( The Newsroom, 2016). As for Wales it benefits from Scotland's exports as 60% of it goes to the members of the UK as of 2018 (Office of the Secretary of State of Scotland, 2020). Lastly Scotland and England *interrelationships* have differed as both countries engaged in countless battles over the course of history as England tried to overthrow Scotland. However it wasn't until 1707 that Scotland merged with England to become Great Britain as King James VI inherited and ruled Ireland, England and Scotland. Under the rule of King James VI England agreed to give Scotland money to pay off its debts and created Great Britain (Little, 2020). It wasn't until September 1999 that Scotland was then able to establish its own parliament. Scotland has been a part of the United Kingdom for decades during this time Scotland has natural resources and has been a crutch for England and the Scotties are ready for something new so on October 19 2023 will try to propose its Independence Referendum Bill to become free. ( Scottish independence: Will there be a second referendum?, 2021)

Exports are sets of goods and services sold by a country in a foreign territory for its use (Merriam-Webster's,2022). As of level of entry, according to Tom Gordon a Scottish political editor scotland exportation statistics has gone up compared to the rest of the UK from 59.4 to 59.8 per cent (Gordon, 2021). This country is known for having a strong and productive economy. Among the advantages of exports, it is possible to increase sales due to purchases from abroad, better prices and profitability are obtained, and it is also possible to access larger markets with greater potential. The main reason behind conducting the research is to understand the business strategies that companies should use to expand their sales overseas. The kilt is considered a garment that represents manhood and the people wear them on special occasions such as family parties, holidays, even for sports (Robison,2014). Many people such as Charles of England have been seen wearing one on more than one occasion. Thanks to the expansion of its meaning and its export, the Scotland kilt market has managed to grow, crossing borders. In 2019, the United States was Scotland's leading export partner with over six billion British pounds worth of export going into this destination. European countries like France, Netherlands, and Germany followed, having exported over 2 billion British pounds worth of goods from Scotland in that year (Sabanoglu,2021). This shows how strong Scotland's exports are even outside of the E.U which means European Union. Outside of the E.U countries, Scotland's exports statistics shows that it has increased more than 4 per cent since 2018 ( Gordon, 2021). With all the stats and surveys, research about Scotland's ability and performance when it comes to exportation, it is best to use exportation as a method of entry given that it is one of the main sources for their economical growth.

While Scotland's exports may be strong many extra crises are having effects on global economic one being covid. Covid was officially declared a Global Pandemic by the CDC on March 11 2022 after 118 countries had experienced around 4,291 deaths all caused by the covid virus (Centers for Disease Control and Prevention, 2022). Before covid Scotland had a healthy economy with a healthy GDP rate; GDP tries to measure the finished goods sold and produced by a country within a certain time frame ( Brigham, 36). As cases increased, reaching 20,000

Scotland's connection with transportation to the mainland was cut off; February 2020 to April 2020 Scotland GDP had taken a huge drop of 22.3% along with 780,000 furloughed workers 32% of the working class was interrupted ( Roy & McIntyre, 2022). However the government provided covid relief as they spent £4.7bn in business support and £1.6bn for Scotland residents. 50% of the covid relief has circled back into the economy specifically into retail and leisure. Its GDP grew 1.6% in the first three months of 2021 and was reported to keep growth as it will be 7.0% at the end of 2021(Walker, 2022). As of 2022 due to Russia's war on Ukraine which has decreased oil supplies everywhere, Scotland growth was hindered. Before the war the United Kingdom had imported 4% gas, 27% coal and 9% of oil from Russia which is an estimated £4.5 Billion dollar import ( Bolton, 2022) . However after the war the UK no longer gets oil nor gas from Russia and oil prices have proliferated. The average price for a gallon of oil as per June 9 2022 is £1.82 a liter which is \$8.60 a gallon (Gilchrist, 2022). Inflation has been high ever since and as of August 2022 inflation rates is 8.6 in Scotland (Census 2022). With covid and now the Russia and Ukraine war the economy has struggled to maintain a health growth spurt. Which is why The Fraser of Allander Institute which is an independent research unit that is also a part of the department of economics at the university has announced a recession. For the second quarter of 2022 which is from April to June no chance is stated to be made to the economy until the end of June where a .8% decline is shown then a .2% decline in July. From July 2022 to March 2023 the institution states that's how the recession will last as Scotland will then experience a .5 to .6 economy growth in June 2023 ( Fraser, 2022). However the growth in the economy is expected due to the *4 factors of production* which are *land, capital, labor, and entrepreneurship* (Sternquist, 1998). Land deals with natural resources which as mentioned previously Scotland has a lot of. While capital deals with the income the nation has and while it is currently in recession the nation's GDP is expected to change by 2023 as per The Fraser of Allander Institute. As for entrepreneurship in Scotland it's a new start as its emancipation is also coming on October 19 2023 in which if Scotland leaves the United Kingdom it will have new markets and open new doors of trade. Lastly, labor rates in Scotland are healthy as we take a closer look at its labor laws.

Some of the components of labor are different in Scotland than in the US. For example, you can look at paid leaves and compare the two countries. For starters in Scotland, you can take different types of paid leave depending on an employee's situation. There's Maternity leaves which grants an individual up to 52 weeks if having a baby (Mygov.scot, 2022). There's also Paternity leaves which grant both parents a chance to leave if they are having a child or are adopting one. They can take 1 or 2 consecutive weeks off (Mygov.scot, 2022). There are also unpaid leave where parents can ask for more time to stay with their families. Now as for here in America, there is no guarantee that a mother or someone with a medical problem would be offered paid leave. The closest to a policy for paid leave would be the "Family and Medical Leave Act of 1993" which guarantees US workers up to 12 weeks of unpaid leave to attend to a family member in need or to welcome a child. You will also keep your job safe until you return ( theskimm, 2022). Only about 11 states have mandatory policies that provide paid leaves for their employees (Zippia, 2022). Differences like that stand out a lot because it gives you a sense on how the Scottish government feels about its citizens. You shouldn't be in a situation where your job status is being affected because of your pregnancy or a situation out of your control happens in your family like a sick member. It makes you think what's stopping America from proceeding with new policies if people in Scotland are given the utmost of care. There are also Barriers of

trade ( government-induced restrictions on international trade) in Scotland like Tariffs, Quotas, Embargo, Restrictive Standard, Economics, Political, Legal and Cultural Barriers that prevent the process of some services & goods (Sternquist, 1998). For Tariffs, the United States has 25% tariffs on a range of Scottish products. For Embargo, Scotland has a trade embargo with Russia that includes food products which are restricted from being traded (food and drink technology, 2022). For Restrictive Standards, Scotland would prefer to do trades in the principle of inclusive growth, wellbeing, sustainability, net zero and good governance (gov.scot, 2022). Foreigners in Scotland have an easier time finding jobs. Individuals will find an abundance of jobs waiting for them regardless of the sort of job they apply for, whether they plan on living and working in Scotland temporarily or permanently. There are several temporary jobs in Scotland specifically designed for foreigners looking for temporary work in the nation (Crystal, 2022). A stable work-life balance is one of the most enjoyable features of working in Scotland. Scotland has 9 public and bank holidays a year. Most businesses in Scotland are closed on public and bank holidays. While businesses are not required to pay employees for certain holidays, many do as a courtesy. Employers are entitled to a minimum of 28 paid holidays per year as a full-time employee. (Scottish Lifestyle, 2022). This time off allows employers to travel around Scotland and the rest of Europe. Depending on where people work, many firms provide additional vacation time. Working in Scotland allows people to work, travel and enjoy a high quality of life. Most workplaces in Scotland will provide a benefits package that includes anything from dental care to private health insurance. These packages vary by firm, therefore it is advisable to check with them directly (Employment in Scotland, 2022). An employer's work week varies depending on the type of work they do and if it involves unique shift patterns or special working hours. In general, the average working week in Scotland is 37 to 40 hours, with time for lunch breaks (Scottish Lifestyle, 2022). Based on this it can be seen that Scotland is an excellent place to work for everyone. Whatever individuals prefer doing in their leisure time, Scotland provides a multitude of options for everyone.

In the public's mind, technology and the fashion industry are two entirely separate entities. But it can't be denied that technology has had a major influence on the fashion industry. Due to Covivirus D19, a global epidemic is now threatening humanity. Due to the current epidemic, however, technology has allowed us to keep up with the latest trends without leaving the house. There has been a technological revolution in the fashion business in recent years (Kim & Woo, 2021). It's challenging to describe all that's been changed by technological advancements in the fashion business. Some of the most significant ways in which technology is influencing the fashion industry are listed below. Scotland's citizens are just as likely to do their shopping online as are the people all around the world.

One of the most consequential effects of technology is the rise of mobile e-commerce websites. The globe today has widespread access to the internet, unlike even just a few years ago. Smartphones have made it possible for fashionistas all around the globe to not only buy the products they want, but also to ship them directly to their homes (Anderson & Rainie, 2018). If you're a company owner, you know how convenient it is when your consumers can browse your inventory and make a purchase without leaving the house. Ones might find E-commerce helpful and a tool that made their life easy, some are totally against it because of the cons it has on some places for examples scotland has been dealing lots of bankruptcies for both individuals and

companies due to consumers not going to the stores physically and also shoppers are shopping online and finding other sellers from all around the world with better prices (Mowforth, 2021). One effect of today's technological advances is the rise of individuality in terms of design and style. The design process used to result in designers unknowingly producing comparable works. Due to the proliferation of design tools, uniqueness in aesthetics is now the norm rather than the exception. Although its impact may be seen across many sectors, the fashion industry is perhaps one of the most significant benefactors of digital printing technology. Because of the precision of 3D printing, producers can now create one-of-a-kind masterpieces with a high level of detail. Another technical development that has been widely used by the fashion industry is laser stamped clothing (Arribas & Alfaro, 2018). Products from various walks of life, from mom-and-pop stores to major fashion houses, have been produced with the use of laser technology.

The Internet of Things (IoT) represents one of the most significant technologically enabled prospects for the retail sector. This foreshadows a dramatic shift in the world of style in the not-too-distant future. Decision-makers in the retail industry all around the globe are getting ready to utilize the Internet of Things in order to enhance their customers' shopping experiences (Roe et al., 2022).

Another recent technical development in the world of fashion is the widespread use of AI systems. The fashion industry of today relies heavily on vast amounts of information. Artificial intelligence is now being used by companies to better organize, gather, and analyze all kinds of crucial data. Virtual reality (VR) platforms are rapidly transforming the retail industry by bringing together previously separate channels (Kochar, 2022). Virtual reality try-on avatars are already being used by a great number of online clothing retailers, allowing customers to see how a variety of goods would look on them before making a final purchase decision.

Culture can have a huge impact on what consumers decide to obtain accompanied by how the purchase will be utilized. Factors that include food, language and holidays assist with the creation of a country's culture providing a way to understand the country's identity (Sternquist, 1998). Scotland is considered *multicultural* (Sternquist, 1998) being a home to a diverse crowd of people with the language to complement, Scotland is home to a wide range of different dialects with various accents, the main language spoken is English later adding two extra Gaelic and Scots. Traveling from Ireland Gaelic dates back as far as the 16<sup>th</sup> century being used in the northern areas replacing the Celtic language which can still be spoken. Residents in the lower area of Scotland including Glasgow, Perth and Dundee adopted the Scots language style being similar to English (Scotland, 2022). Throughout Scotland there are various phrases along with idioms used as additional forms of communication between each other such as “**Dreich**” meaning wet, damp or gloomy or “**Beastie**” being used to describe an insect or an animal (BBC News, 2019) while phrases such as “**up to high doh**” meaning that person is riled or worked up and “**ah dinnae ken**” translating to “I don't know” can be confusing to someone who not familiar with the language used in Scotland.

There are various dishes in Scotland that act as a comfort to their residence. Dishes such as Scottish porridge also known as Brose are made from oats followed by milk usually eaten for

breakfast as well as being popular during the wintertime due to its warm temperature and smooth texture. The national dish of Scotland is Haggis, this dish is the most popular throughout the country traditionally made from sheep incorporating the heart, lung and chopped liver mixed with seasoning, spices, herbs packed in the sheep or other animal's intestine used as a casing leaving the choice to be baked or boiled based on the cook's preference (Scotland, 2022). Besides, Haggis shortbread is a popular dessert produced from ingredients like sugar, butter and flour combined with breadcrumbs creating a thin crispy treat with various shapes eaten during occasions such as Christmas and weddings. Similar to multiple other countries Scotland celebrates holidays such as Christmas and New Year's, but there are others more significant to the country. Burns night celebrated in January used to pay homage to poet Robert Burns who passed away during the year 1796 (Encyclopedia Britannica, inc. 2022). Growing up in Scotland Burns was best known for composing music in both Scots and English surrounding social and political issues, The people of Scotland celebrate by reciting poems along with music from Burns followed by eating traditional foods such as haggis and alcoholic beverages like whiskey. Besides Burns night the people of Scotland celebrate the life of Saint Andrew during the month of November. Saint Andrew was a patron of Scotland dating back 1000 years AD during the time period Scotland declared independence. (Scotland, 2022) Religion is an influence in culture in terms of the identity of people including the way they dress, determining what's acceptable to eat and how to behave. The people of Scotland follow Christian beliefs creating half of the populations being labeled as a dominant religion. (Scotland, 2022) The residents of Scotland are considered protestant separating themselves from Catholic church forming The Church of Scotland (BBC, 2017) believing in Jesus Christ teaching the church is his body. Similar to church in the U.S customs include worship regardless of age practicing outreach programs such as study sessions and prayer groups. Other religions practiced are Roman Catholicism and Buddhism allow people to find their own way through religion.



## References

- Analysis of religion in the 2001 census. Scottish Government. (2005, February 28). Retrieved October 9, 2022, from <https://www.gov.scot/publications/analysis-religion-2001-census/pages/2/>
- Arribas, V., & Alfaro, J. A. (2018). 3D technology in fashion: from concept to consumer. *Journal of Fashion Marketing and Management: An International Journal*, 22(2), 240–251. <https://doi.org/10.1108/jfmm-10-2017-0114>
- Anderson, J., & Rainie, L. (2018, July 3). The Positives of Digital Life. Pew Research Center: Internet, Science & Tech; Pew Research Center: Internet, Science & Tech. <https://www.pewresearch.org/internet/2018/07/03/the-positives-of-digital-life/>
- BBC. (2022, July 21). Scottish independence: Will there be a second referendum? BBC News. Retrieved September 11, 2022, from <https://www.bbc.com/news/uk-scotland-scotland-politics-50813510>
- BBC. (2021, October 28). *Scotland - Sustainability - wind power - 3rd and 4th level - S1, S2, S3 classroom and Home Learning for sustainability with BBC Bitesize Scotland - BBC bitesize*. BBC News. Retrieved September 12, 2022, from <https://www.bbc.co.uk/bitesize/topics/znrwdp3/articles/zsx9r2p#zfv27yc1>
- BBC. (2019, November 20). *'Dreich' is named the most popular Scots word by the Scottish Book Trust*. BBC News. Retrieved October 5, 2022, from <https://www.bbc.com/news/uk-scotland-50476008>
- BBC. (2011, July 14). *Religions - christianity: Church of Scotland*. BBC. Retrieved October 9, 2022, from [https://www.bbc.co.uk/religion/religions/christianity/subdivisions/churchofscotland\\_1.shtml](https://www.bbc.co.uk/religion/religions/christianity/subdivisions/churchofscotland_1.shtml)
- Bolton, A. (n.d.). *The Kilt*. Metmuseum.org. Retrieved August 30, 2022, from [https://www.metmuseum.org/toah/hd/kilt/hd\\_kilt.htm](https://www.metmuseum.org/toah/hd/kilt/hd_kilt.htm)
- Bolton, A. (2004, October). *The Kilt*. Metmuseum.org. Retrieved September 14, 2022, from [https://www.metmuseum.org/toah/hd/kilt/hd\\_kilt.htm#:~:text=The%20kilt%20as%20we%20know,in%20the%20late%20sixteenth%20century](https://www.metmuseum.org/toah/hd/kilt/hd_kilt.htm#:~:text=The%20kilt%20as%20we%20know,in%20the%20late%20sixteenth%20century).
- Bolton, P. *Imports of energy from Russia*. UK Parliament House of Commons Library. Retrieved October 9, 2022, from <https://commonslibrary.parliament.uk/research-briefings/>
- Brigham, E. F., & Houston, J. F. . *Fundamentals of Financial Management 13th edition* . javascript hit counter. Retrieved October 9, 2022, from <https://pdfprodocs.vip/download/4699249-fundamentals-of-financial-management-13th-edition-brigham>

- Caitlin. (2022, June 27). *The Scottish kilt: A cut above the rest.. and the knee!* Highland Titles. Retrieved September 23, 2022, from <https://www.highlandtitles.com/blog/the-scottish-kilt/>
- Cameron, E. A. (n.d.). *Climate of Scotland*. Encyclopædia Britannica. Retrieved September 12, 2022, from <https://www.britannica.com/place/Scotland/Climate>
- Centers for Disease Control and Prevention. (2022, August 16). *CDC Museum Covid-19 Timeline*. Centers for Disease Control and Prevention. Retrieved October 9, 2022, from <https://www.cdc.gov/museum/timeline/covid19.html#:~:text=March%2011%2C%202020,declares%20 COVID%2D19%20a%20pandemic.>
- Crystal. (2022, September 25). *Jobs in Scotland for foreigners*. Wandering Crystal. Retrieved October 9, 2022, from <https://www.wanderingcrystal.com/jobs-in-scotland-for-foreigners/>
- D. Clark, & 16, A. (2022, August 16). Unemployment rate Scotland 2022. Statista. Retrieved September 11, 2022, from <https://www.statista.com/statistics/367727/unemployment-rate-scotland/>
- Daiches , D. (n.d.). *Robert Burns*. Encyclopædia Britannica. Retrieved October 9, 2022, from <https://www.britannica.com/biography/Robert-Burns>
- Employment in Scotland: Employment packages*. Scotland. (n.d.). Retrieved October 9, 2022, from <https://www.scotland.org/work/employment-packages-and-benefits>
- Encyclopædia Britannica, inc. (n.d.). *Scotland*. Encyclopædia Britannica. Retrieved September 11, 2022, from <https://www.britannica.com/place/Scotland>
- Encyclopædia Britannica, inc. (n.d.). *Resources and power*. Encyclopædia Britannica. Retrieved September 12, 2022, from <https://www.britannica.com/place/Scotland/Resources-and-power>
- Fjcalzado, Follow. (n.d.). *Scotland*. Share and Discover Knowledge on SlideShare. Retrieved September 14, 2022, from <https://www.slideshare.net/fjcalzado/scotland-74472256>
- Gilchrist, K. (2022, June 9). *As gas hits \$8.60 a gallon in the UK, Brits pay \$125 to fill a family car*. CNBC. Retrieved October 9, 2022, from <https://www.cnbc.com/2022/06/09/brits-paying-8point60-a-gallon-for-gasoline-125-to-fill-family-car.html>
- Inflation and price indices*. Inflation and price indices - Office for National Statistics. (n.d.). Retrieved October 9, 2022, from <https://www.ons.gov.uk/economy/inflationandpriceindices>

- Johnson, ben. (n.d.). *The history of Scottish shortbread*. Historic UK. Retrieved October 9, 2022, from <https://www.historic-uk.com/HistoryUK/HistoryofScotland/Scottish-Shortbread/>
- Kim, S., & Woo, H. (2021). Global fashion retailers' responses to external and internal crises during the COVID-19 pandemic. *Fashion and Textiles*, 8(1).  
<https://doi.org/10.1186/s40691-021-00260-x>
- Kochar, S. (2022, March 14). Top 9 Technology Trends Reshaping The Fashion Industry In 2022. Techpacker Blog. <https://techpacker.com/blog/design/top-9-fashion-technology-trends/>
- Mitchell, D. M. (2022, June 10). *The famine in Glasgow*. Irish America. Retrieved September 23, 2022, from  
<https://www.irishamerica.com/2022/04/famine-irish-glasgow/#:~:text=Refugees%20from%20the%20Famine%20in,over%2050%2C000%20entered%20the%20city.>
- Merriam-Webster. (n.d.). Export. In *Merriam-Webster.com dictionary*. Retrieved September 24, 2022, from <https://www.merriam-webster.com/dictionary/export>
- Maternity, paternity and parental leave: Employer guide*. mygov.scot. (n.d.). Retrieved October 9, 2022, from <https://www.mygov.scot/maternity-paternity-parental-leave>
- Mowforth, P. (2021, March 7). *Why ecommerce is damaging the Scottish economy*. Why Ecommerce is damaging the Scottish economy // INDEZ Blog. Retrieved October 8, 2022, from <https://www.indez.com/blog/ecommerce-damaging-scottish-economy>
- Newsome, M. (2003). Brief History of the Kilt - The Scottish Tartans Museum and Heritage Center, Inc. Retrieved 13 September 2022, from  
[https://www.scottishtartansmuseum.org/content.aspx?page\\_id=22&club\\_id=170857&module\\_id=284052](https://www.scottishtartansmuseum.org/content.aspx?page_id=22&club_id=170857&module_id=284052)
- Paul. (2021). Scotland's Independence and the Poetry of Hugh MacDiarmid. *Socialism and Democracy*, 35(1), 79–91. <https://doi.org/10.1080/08854300.2021.1936875>
- Parsons, I. (2021, March 11). *Where and when to see Marine Wildlife in Scotland: Visitscotland*. The Blog. Retrieved September 25, 2022, from  
<https://www.visitscotland.com/blog/wildlife/marine-life-when-where/>
- Religion in Scotland. Scotland.com. (2018, October 23). Retrieved October 9, 2022, from  
<https://www.scotland.com/culture/religion/>
- Roos, D. (2021, November 12). How the troubles began in Northern Ireland. History.com. Retrieved September 11, 2022, from  
<https://www.history.com/news/the-troubles-northern-ireland>
- Roy, G., McIntyre, S., & University of Glasgow View Profile . (2022, February 14). *Update: How is Scotland's economy faring in the pandemic?* Economics Observatory. Retrieved October 9, 2022, from

<https://www.economicsobservatory.com/update-how-is-scotlands-economy-faring-in-the-pandemic>

Roe, M., Spanaki, K., Ioannou, A., Zamani, E. D., & Giannakis, M. (2022). Drivers and challenges of internet of things diffusion in smart stores: A field exploration. *Technological Forecasting and Social Change*, 178, 121593. <https://doi.org/10.1016/j.techfore.2022.121593>

“*Scotland's freshwater*. Scotland's freshwater | Scotland's environment web. (n.d.). Retrieved September 10, 2022, from

<https://www.environment.gov.scot/our-environment/water/scotland-s-freshwater/>”

*Scottish history*. Scotland. (n.d.). Retrieved September 14, 2022, from <https://www.scotland.org/about-scotland/history-timeline>

*Scottish language: Language in Scotland*. Scotland. (n.d.). Retrieved October 4, 2022, from <https://www.scotland.org/about-scotland/culture/language>

Singh, T. (n.d.). *Recipe: Haggis with a neeps*. Scotland. Retrieved October 9, 2022, from <https://www.scotland.org/about-scotland/food-and-drink/scottish-recipes/haggis-with-a-neeps-and-tattie-tikki>

*Scottish lifestyle and work schedule*. Scotland. (n.d.). Retrieved October 9, 2022, from

<https://www.scotland.org/live-in-scotland/scottish-lifestyle>

Sternquist, B., & Goldsmith, E. B. (2018). *International retailing*. Fairchild Books, an imprint of Bloomsbury Publishing Inc.

*The geography of Scotland*. Tour Scotland with Scottish Tours. (n.d.). Retrieved September 14, 2022, from <https://www.scottishtours.co.uk/aboutscotland/geography-of-scotland/>

*The history of Scotland*. National Trust for Scotland. (n.d.). Retrieved September 14, 2022, from <https://www.nts.org.uk/learning/adult-learning/the-history-of-scotland>

Tartan Week highlights economic links between Scotland and the United States. (2019).

Retrieved 13 September 2022, from

<https://www.scottish-enterprise-mediacentre.com/news/tartan-week-highlights-economic-links-between-scotland-and-the-united-states>

The newsroom. (2016, March 16). *Scotland and Ireland business links are growing in strength*.

The Scotsman. Retrieved September 23, 2022, from

<https://www.scotsman.com/news/politics/scotland-and-ireland-business-links-growing-strength-1480433>

The Secretary of State for Scotland, & The Rt Hon Alister Jack MP. (2020, January 29).

Scotland's biggest trading partner continues to be the UK. GOV.UK. Retrieved September 23, 2022, from

<https://www.gov.uk/government/news/scotlands-biggest-trading-partner-continues-to-be-the-uk>

US paid Family Leave Statistics [2022]: Quick facts and findings. Zippia US Paid Family Leave Statistics 2022 Quick Facts And Findings Comments. (n.d.). Retrieved October 9, 2022, from

<https://www.zippia.com/advice/paid-family-leave-statistics>

Walker, P. A. (2022, May 4). *Scottish GDP growth in late 2021 revised up to 1.6%*. businessInsider. Retrieved October 9, 2022, from

<https://www.insider.co.uk/news/scottish-gdp-growth-late-2021-26871664>

*Who was st andrew?* Scotland. (n.d.). Retrieved October 9, 2022, from

<https://www.scotland.org/events/st-andrews-day/who-was-st-andrew>