



Superapps as Enterprise-wide Applications & Services in E-governance: Cases for UAE

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ABSTRACT

Title: The title of this paper is superapps Enterprise-wide applications & services in e-governance organizations. The research project will highlight the popularity of the super app and its importance in recent times.

Purpose: The purpose of this is to understand the effectiveness of super app in the government sector and the ways it is utilised by the users. It also states the ways by which super app within the government firms can usefully accomplish a wider range of services. As a result of the implementation of super apps, government firms can present their services to a huge section of their target people. Therefore, the satisfaction rate of the customers of the services or the products enhances to a considerable rate.

Problem: Along with benefits, super app also comprises of wide range of issues as it needs high-ended WIFI network services. However, such types of services are not available all times in the day and this creates an issue within the users. Moreover, the sites are sometimes hanged due to high user's accessibility and this also creates a problem within the mind-set of the customers using the application.

H0: Hypothesis: the use of super apps effectively contributes to e governance by accomplishing wider range of services and reach wider range of customers.

H1: Super app services availability depends on several factors which affects it such as WIFI availability and customer mindset

Approach: Despite of the negative aspects, the super applications are widely accepted by the users and are also utilised effectively. This is because the users can reach wide range of activities with the super app. Therefore, the trust and reliability of the customers over these application increases day by day in the recent era.

Analysis: It can be mentioned that super apps are extremely useful for the customers in achieving their services in a very short period of time.

1. INTRODUCTION

According to (Doherty and Terry, 2009; Roa et al., 2021), sustainability is one of the prime essentials and to sustain in this digital world, every individual needs to abide by and modify as per the necessities and pace of the situation. Further, if such is not

performed, then the individual or organizations operating at this time will become obsolete (Al Hammadi and Nobanee, 2019). Therefore, to maintain the pace, the maximum extent of the individual and concerns in recent times utilizes

multiple applications for performing various activities. However, it creates problems and confusion among the users to accomplish the tasks accurately (Hasselwander, 2023). To get rid of such types of issues, the concept of "Super App" came into the limelight. This paper aims to offer a brief description of the application of super app in e-government actions (H. Alzoubi et al., 2020).

As per the views of (Steinberg et al., 2022), superapps are considered an integrated ecosystem that comprises varied types of applications required by the individual or e-government concerns in the entire day. This means that the super app is a multi-functionality application that combines a wide range of features and activities within a single umbrella (H. M. Alzoubi et al., 2020; Jia et al., 2022; M. El Khatib et al., 2022a). Therefore, in this study discussion will be made on the prime intention behind it as well as analyse the way through which it could be used to fulfil the activities of the e-government.

2. LITERATURE REVIEW

2.1 Strategic technology trends of Supper Apps: Impact on business goal

According to (Bawaneh et al., 2023), the super app is considered one of the strategic technology trends that customized the needs into conveniences. The super app is recognized as a closed ecosystem that can be easily steered and offers fantastic expertise (Almasaeid et al., 2022). Due to this, the super app is gaining popularity and growth in the minds of the users. On the other hand, (Akour et al., 2023; Muhammad Turki Alshurideh et al., 2022c) described that super app is a self-consolidated ecosystem comprising a wide level of private as well as commercial services. However, super apps became successful mainly due to the inclusion of artificial intelligence (AI) and cloud platforms that can easily implement and activate the services in web or mobile apps (H. M. Alzoubi et al., 2022d). Due to this, these super apps include varied requirements like shopping, entertainment, banking options, monetary transactions, loan filling etc (M. El Khatib et al., 2022b). Thus, it can be described that super apps helped in the introduction of the APIs that ease the exchange of data and information uplifting the business of recent days. So, due to these underlined features, the super app is undeniably effective for e-government concerns and users in recent days (H.

M. Alzoubi et al., 2022a). Since most firms can unify various services within a single term as it enhances the advantages of the customers and organizations in the long run (I. Akour et al., 2022; Alzoubi and Ahmed, 2019). A Super app is a multi-purpose application that offers a variety of services to its users. For example, Super app can leverage sustainable technology to improve its business goals, benefit various industries, positively impact society, and protect the environment. Here's how:

1. **Business Goals:** The Super app can implement sustainable technology such as electric vehicles, route optimization algorithms, and eco-friendly packaging to reduce its carbon footprint and operating costs. By doing so, the app can enhance its brand reputation and attract environmentally conscious customers who prefer eco-friendly services (El Khatib et al., 2021).
2. **Various Industries:** The Super app can impact various industries such as the automotive and logistics sectors by promoting the adoption of electric vehicles and implementing sustainable logistics practices. This can drive the demand for sustainable transportation and logistics, leading to a positive impact on the environment (Aityassine et al., 2022).
3. **Society:** The Super app can benefit society by offering services that promote sustainability, such as carpooling and eco-friendly delivery options. This can reduce traffic congestion, improve air quality, and promote sustainable living among its users (H. M. Alzoubi et al., 2022c).
4. **Environment:** The Super app can protect the environment by promoting sustainable practices such as reducing plastic waste, using renewable energy, and implementing sustainable supply chain management. This can help reduce the app's carbon footprint and contribute to global efforts to address climate change (Louzi et al., 2022b; Nuseir, 2021).

Thus, sustainable technology can have a significant impact on businesses, industries, society, and the environment (H. M. Alzoubi et al., 2022e; El Khatib and Ahmed, 2020). Super apps can leverage sustainable technology to improve their business goals, benefit various industries, positively impact society, and protect the environment.

2.2. Super Apps and its purpose

Super App is a consolidated application that can offer its consumers a wide range of services within a single roof. (Al-Awamleh et al., 2022; Muhammad Alshurideh et al., 2022; Amiri et al., 2020) said that the super app offers the edge over the requirements and needs of the users (Al-Kassem, 2014). It tries to mix as well as mash a mass of unrelated activities or services within a unique application (Nadzri et al., 2023). Although, each service is not relative to one another all are essential to complete a single day or 24 hours (Abudaqa et al., 2021; Khatib and Oplencia, 2015). Moreover, the super app is developed with the use of its core functionality but it mainly scales the values of the users rather than its own (Louzi et al., 2022a). So, its demand and craze are increasing day by day in the current time as a bonfire in the entire globe. Apart from this, it is also depicted (Kurdi et al., 2022; Nuseir and Elrefae, 2022) that the supper app is a mobile or web application but it is entirely successful in offering a bunch of communication, e-commerce and e-government services accurately. So, it is said that the super app effectively embraces personal as well as professional aspects successfully.

2.3. Technical profile: Features and working of Supper Apps

The super app is an extraordinary application that can be easily operated and accessed by each individual. As opined by (Al-Marroof et al., 2022b; Sakkthivel et al., 2022) the criteria of compound purposes or features make a general application into the super app (Al-Kassem, 2017). Some of the noteworthy features of the super app that makes them indispensable to others are extensiveness, the privacy of the facts, social responsibility, problem-solving aspect and ease of operation etc which gears a huge space within the hearts of humans (El Khatib, 2015; Nuseir and Aljumah, 2020). Thus, by the implementation of various eco-friendly super apps, e-government firms easily contribute to ecological sustainability (Al-Marroof et al., 2022a).

The internal software development members implement and organize numerous inventive micro apps inculcated within the super app (Al-Kassem et al., 2022; Muhammad Turki Alshurideh et al., 2022b). With the use of these apps, the super app offers wide access to a huge range of convenient services (Aljumah et al., 2020).

Moreover, the super app works in an independent platform presenting lifestyle services to its users. This makes the daily life of the individual becomes very easy and tension free as compared to previous times (M. Alshurideh et al., 2023).

2.4. Internal technology of Supper Apps and its descriptions

Super apps present enterprises with a very comfortable solution to offer diverse customised services to customers (El Khatib et al., 2019). Super apps are implemented as hybrid apps making use of cloud services and ios applications (Nuseir, 2020). Along with this, super apps also use android applications so that all the users can easily make use of them in a simplified manner (Alshawabkeh et al., 2021; M T Alshurideh et al., 2022). The super app developers also implement capacitors as an open technology along with JavaScript to make it applicable for any sort of commercial or entertainment service (Muhammad Turki Alshurideh et al., 2022a; Khan et al., 2022; Lee et al., 2023). In contrast, if the above-mentioned applications are introduced then it could not be fruitful in developing it (I. A. Akour et al., 2022; A I Aljumah et al., 2022a). At the same time, the super app could not be such user friendly as it is in recent times (Ahmed et al., 2022). Other than this, UI/UX designs are also essential as it is extremely important for the development of any sort of web application (Alzoubi et al., 2019; H. M. Alzoubi et al., 2022f; Nuseir et al., 2023). Highly advanced technologies and licensed software are used to create super apps which can be handled effectively by customers residing in different areas.

2.5. Opportunity: Benefit and Impact of Supper Apps on business objectives

In this competitive business scenario, most entrepreneurs desire to remain in the topmost position. To do so, try to opt for the super app as it is primly essential in this digital world (A I Aljumah et al., 2022a). This is because, with the use of the super app, the organization can offer various services to its target people within a single roof of systems (Aziz et al., 2023). By doing so, the enterprises can easily branch out their services to a wider range of people and effortlessly expand their business (Al-Kassem et al., 2013; R. S. Al-Marroof et al., 2021b; A I Aljumah et al., 2022b). This will assist the business to increase its total sales

and profit margin considerably (Hani Al-Kassem, 2021). The total revenue and net income of the concern would also advance significantly in the coming days (Kassem and Martinez, 2022; Khatib et al., 2016). Along with this, the awareness of the firm within the target groups would get enhanced and this will affect very effectively the upliftment of the organization in future eras (Osman Gulseven and Ahmed, 2022). Thus, it can be stated that super apps proved extremely beneficial for the growth of businesses in the present and future eras. According to (Ahmed and Nabeel Al Amiri, 2022; Al-Dmour et al., 2023; Aljumah et al., 2021a), Super apps comprise a wide range of benefits. Among many others, some of the noteworthy ones are presented below:

- Super apps offer the facility for the users to be entertained for the entire day (Mohammed T. Nuseir et al., 2022). This is possible only due to the linking of the super apps with the social media platforms that can offer high-end engagements (O Gulseven and Ahmed, 2022).
- Super apps present competency and efficiency to the users and so a wide range of e-government services easily opt for these applications (Abudaqa et al., 2022; El Khatib and Ahmed, 2019).
- The super app also offers convenience to its users and so it is widely utilized by users of varying ages, castes, sex, race and genders (Ahmad Ibrahim Aljumah et al., 2022a; M. T. Alshurideh et al., 2023b).
- The super app includes personal and official services and so it is highly preferred by users of various age groups and companies (Aljumah et al., 2021b; Taher M. Ghazal et al., 2023).
- The super app also presents various opportunities to the users and so it is highly accepted by people in various places and concerns (El Khatib et al., 2020b).
- The super app also offers numerous e-government transactions making it easy and useful for the users.

2.6 Challenges and weakness of Supper Apps

Table 1: Table for case demonstration

Case	Demonstration	Motivation
Case A	DubaiNow Business is a super	The app allows businesses to apply

Based on the work of (A. Al-Marroof et al., 2021), the challenges of the super app are extremely dangerous since the issues of cyber-crimes are increasing day by day (Nuseir et al., 2021). As a result, the customer database of the super app can get hacked by internet hackers at any point in time and this could hamper the trust and brand image of the concern (M. El Khatib et al., 2021; M. Alzoubi et al., 2021). The problems related to services performances can differ as it is entirely related to the cloud and the internet and so it can create discrepancies (M. T. Alshurideh et al., 2023c). Therefore, it could prove harmful for the e-government firms destroying the trust in the market among many others (Alzoubi, H MALhamad et al., 2021; Mat Som and Kassem, 2013). The porous defence process of the super apps also creates difficulty within the minds of the users and it is also considered another essential weakness for super apps (M. T. Alshurideh et al., 2023a; Blooshi et al., 2023). In addition, this, single security system within the super app is also quite challenging as it does not serve accurately for customers (Abudaqa et al., 2021; Aljumah et al., 2023). The malware attracts within the applications also creates a jam or block within the services of the applications and hinders its path of the application (M. T. Alshurideh et al., 2023d; El Khatib et al., 2020a). Hence, the satisfaction rate and belief of the users also get disturbed entirely by the super apps.

3. METHODOLOGY

3.1. Case Demonstration

Four case studies will be chosen, based on the super app integration in two UAE-based super apps, in addition to two super apps which are from Latin America and Singapore. In this segment scholarly articles, and company websites were chosen to obtain reliable data. In this section through four cases, super apps and their application or usage have been depicted as a project. Furthermore, Table 1 will explain the demonstration of the apps as well as the motivation behind using these apps. This table will also describe the potential ways through which these super apps influenced the regular lives of several individuals.

<p>DubaiNow Business super app UAE Virtual platform offering information in relation to permits</p>	<p>app developed by the Dubai Department of Economic Development (DED) that provides businesses in Dubai with a range of services and information related to licensing, permits, and economic activities (R. S. Al-Marroof et al., 2021a).</p>	<p>for and renew licenses, access information about regulations and procedures, and pay fees and fines. In addition, the app provides businesses with access to real-time information about economic indicators and trends, as well as news and updates related to the business environment in Dubai.</p>
<p>Case B AD Police app</p>	<p>A super app developed by Abu Dhabi Police offering a range of services related to public safety, security, and crime prevention (Arshad et al., 2023). The app allows users to report crimes, request emergency services, access traffic services, pay fines and fees, and track the status of their applications.</p>	<p>The AD Police app aims to provide a convenient and efficient way for citizens and residents in Abu Dhabi to access police services and information. The app also aims to enhance public safety by allowing users to report crimes and request emergency services quickly and easily.</p>
<p>Case C Tawtheeq Tawtheeq is a super app developed by the Abu Dhabi government that aims to streamline the process of renting properties in the emirate.</p>	<p>The app allows landlords to register their properties and generate tenancy contracts, while tenants can use the app to search for available properties and sign contracts (Muhammad Turki Alshurideh et al., 2022d).</p>	<p>The app has helped to reduce paperwork and streamline the rental process in Abu Dhabi.</p>
<p>Case D: Al Hosn App</p>	<p>A super app developed by the UAE government in collaboration with the Ministry of Health and Prevention, offering a range of services related to COVID-19. The app allows users to access their vaccination records, book vaccination appointments, receive test results, and receive notifications and alerts related to COVID-19.</p>	<p>The Al Hosn App aims to provide a centralized platform for managing COVID-19-related services and information in the UAE. The app also aims to enhance public safety by providing users with quick and easy access to COVID-19-related services and information.</p>

4. CASE EFFECTIVENESS

This evaluation is revolving around how the aforementioned super apps have been utilized.

Case A

The DubaiNow Business app merged as one of the most secure multi-faceted super apps as well as messenger, providing free calls, video conferencing, chats as well as lifestyle utilities (Al-

Kassem et al., 2012). Moreover, this app provides valuable information and facts regarding the permits and licenses to a wide range of individual. It also offers real –time facts and details regarding eh economic situations of the nation (M T Nuseir et al., 2022a) . Moreover, users can also stay updated with the latest news, along with the users can also follow their preferred media as well as topics, can create filters, without missing any significant

stories (E. Khatib et al., 2021). Moreover, users can keep their information private and secure through this upper app (Akour et al., 2021; Al-Kassem et al., 2013; T M Ghazal et al., 2023a). The majority of the messages in this super app, channels, and groups are encrypted with features such as AES encryption. Moreover, this app also allows users to keep in touch with their nearer and dearer ones irrespective of the devices they are applying (AlDhaheri et al., 2023; El Khatib and Ahmed, 2018; Varma et al., 2023). Users can also sign in from countless numbers of devices, continuing their interactions in one go. Furthermore, the DubaiNow Business super app also assists the interested individual to renew and generate new licences within a very short period of time (H. Alzoubi et al., 2022). The licenses can also be prepared in a very hassle free manner. One of the benefits of this super app is there are no fees for subscription as well as any other hidden fees in terms of using this app.

Case B

The AD Police app has been well-received by the public, with many users praising its convenience and ease of use (Alkatheeri, et al., 2020). The app has helped to streamline police services and reduce response times for emergency services (T M Ghazal et al., 2023c; Yasir et al., 2022). In addition, the app has helped to increase public awareness of police services and encourage citizens to report crimes and suspicious activities (E Tariq et al., 2022). The app has also helped to reduce traffic congestion by allowing users to access traffic services and pay fines and fees online, without having to visit a police station in person (Khatib et al., 2022; M T Nuseir et al., 2022b). Overall, the AD Police app has been an effective tool for enhancing public safety and improving police services in Abu Dhabi.

Case C

Tawtheeq is an emerging as one of the most beneficial apps in terms of offering the facility of renting properties of diverse types and sizes in different parts of the city. Tawtheeq.com provides the facility of introducing their properties within the sites of Tawtheeq and can get a wide range of tenancy contacts (T M Ghazal et al., 2023b). Furthermore, through this app the tenants can gather a wide range of prospective clients that can prove beneficial for them (Emad Tariq et al., 2022).

One of the potential benefits of Tawtheeq in this respect is to offer various beautiful and furnished properties in a very affordable rate. Along with this, the customers can also enjoy the right of viewing the properties at their feasible times by mentioning in the applications (Farrukh et al., 2023). So, such types of apps are extremely preferred by the individual of Dubai rather than others since these applications are extremely advantageous (Nuseir and Aljumah, 2022).

Case D

The Al Hosn App has been widely adopted by the public, with many users relying on the app for managing their COVID-19-related services and information (H. M. Alzoubi et al., 2022b). The app has helped to streamline the process of booking vaccination appointments and receiving test results, reducing wait times and improving overall efficiency (T M Ghazal et al., 2023b). In addition, the app has helped to increase public awareness of COVID-19-related services and information, encouraging citizens to take appropriate measures to prevent the spread of the virus (E. Khatib et al., 2022; Mubeen et al., 2022; Nuseir et al., 2020). The app has also helped to improve public safety by providing users with notifications

5. RECOMMENDATIONS

Super apps are gaining wide attention and popularity in the hearts of people. Therefore, to retain its importance and benefits, it is better to improve its digital aspects so that, its challenges cannot restrict its services. At the same time, the companies implementing super apps also need to offer extreme back-end support for the proper functioning of the super apps. In case such is not done, then it can hinder the scope of success of the company as well as the application. Therefore, it is better to offer varied types of innovations from time to time the software developers so that they can get tallied with the current situations (Ahmad Ibrahim Aljumah et al., 2022b; Gaytan et al., 2023). Such types of improvements can also become advantageous for the users as newly added facilities could be attained by the clients with time. Otherwise, the application can become outdated and hence its importance in the minds of the people could get lowered in the coming days. Hence, the developers need to be very vigilant about the market changes so that they can be implemented

within the application to maintain their position in the market scenario.

6. CONCLUSION

From the above, it could be concluded that the structural design of super apps is extremely simple and it offers a simple platform of commitment. This platform not only presents entertainment but also assists in accomplishing varied types of important official transactions like bill payments, loan sanctions, EMI payments etc. All these activities can be attained from a single application with the use of unique functionalities of the application. Due to the presence of such types of facilities, most of the institutions, government or private are introducing their super apps to engage more and more users. Thus, a wide range of customers is signing into these apps to make life simple and hassle-free. However, to boost the preferences of super apps, they need to be designed in such a way that it becomes very simple to handle and access.

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