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Impact of Gender Profiling and Racial Profiling on the Crisis Escalation between Customers and Front-Line Security at Dubai International Airport

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ABSTRACT

The aim of the study is to examine the impact of racial profiling and gender profiling on the crisis escalation between front-line security and passengers in Dubai Airport. The study belongs to positivism philosophy, deduction approach, quantitative methodology, empirical survey passed study, used cross-sectional data, and data is original. The target or study population chosen for this research is the total number of employees, both senior and junior staff working at the Dubai international airport. The reason for this is that if crises stuck, all will be affected, and they have a big role to play in managing crises. The actual sample size is 360 employees, and the distributed survey is 446, which is distributed by using face-to-face data collection methods in a convenient technique of sample selection. Overall, the model is successful because it can predict 33.4% of the crisis escalation, and the direct relationships for the two predictors of crisis management are significant. The precedence for the relations based on the path coefficient value is gender profiling (0.424) and racial profiling (0.397). This study is limited to the empirical examination of UAE airports; however, replicating the same design with the same research design but in different countries will provide extra knowledge to generalize the proposed relations. In addition, the model can explain up to 33.4% of the crisis management variance; scholars are welcome to investigate more crisis escalation causes to increase the model power and propose a more comprehensive model.

KEYWORDS

Gender Profiling, Racial Profiling, Crises Escalation, Dubai International Airport

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INTRODUCTION

The aviation industry in recent decades has been struck with several crises that range from assault by an angry passenger on que or profiled, mass shootings, terrorist attack, illegal drone flying, and as well as natural disaster such as unprecedented bad weather, delay in the flight, and protesting pilots to name (Waytz, 2019).

With an emphasis on the check-in process by the front-line managers, which is the fundamental part of security measures to classify airport users based on the authority perceived threats (Cha, 2014; Stewart & Mueller, 2016). The Check-in process includes passenger screening for a potential terrorist attack and search for any illegal or contraband material illegally transported by airport users, inflammable materials as well as oily and liquid products which might cause crises for other users or not allowed to be transported (McLay, Lee & Jacobson, 2010). With this check-in process, the security staffs are in danger of unprecedented crises. According to earlier studies, one of the factors that responsible for the transport of these products which might cause a crisis at the airport includes unawareness, perception of no danger, no education about safety and security concern employees' development, time management, and assertiveness training to name few issues (Marin-Pantelescu et al., 2019).

Not only is that check-in process being used to target individuals perceived as potential threats. It is also used in making sure airport users adhere strictly to rules and regulations imposed by the airport authorities pertaining to goods that are prohibited and allowed to be carried onboard (Wood & Raj, 2019). Examples of prohibited goods are not limited to metals, weapons, guns, chemicals, batteries, and oily stuff, which might endanger the lives of the person carrying such or the lives of people on board (Windermere, 2018). Moreover, these front-line staffs communicate with customers, provides the needed information to the customer's example of which includes delay in the flight, and making the announcement (Nazifi et al., 2020).

In this research, emphasis is made on security check because it is one of the factors that significantly influenced airport customers' satisfaction and, it, on the other hand, significantly generate into and escalate into security crises if not handled with a high level of professionalism (Chen et al., 2014). Furthermore, tension arises when the front-line managers refuse customers' entry if entry requirements are not met specifically at the gate or pre-boarder check, which is normally based on experience, the certain character displayed by the customer (Cha, 2014). Some of the factors earlier scholars attributed to customers' dilemma at the airport leading to crisis escalations on the side of the airport management include the cost of procuring the needed technologies, cost associated with performance training (Liu & Song, 2020).

Similarly, threat perception or wrong signals to explain the dangers of provocations, accidents, or experience of both the airport users and the check-in counters do lead to crisis escalations (Cho, 2018). According to the narratives of Mo (2018), argue that the airline industry is one of the most security-conscious in the world, with tight security protocols, customers and employees' tight screening second to the national security. Despite this, the aviation industry is reported to be at the front-line of safety debates in the world (Pautz, 2020). As such, there is a need to examine empirically the factors that leads to crises at airports despite the preemptive measures to limit or eradicate crises at the airport (Ivanov et al., 2020).

The aim of the study is to examine the impact of gender profiling and racial profiling on the crisis escalations between front-line security staff and passengers in Dubai international airport.

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LITERATURE REVIEW

A. Gender profiling

Gender profiling is one of the factors noted by earlier scholars to be responsible for crises, specifically at the airport where after the September 11 terrorist attack, surveillance security had been stepped up (Hasisi et al., 2012). However, in some cases, there are incidents in which users smuggled in contraband items on board airplane (Reuter & O'Regan, 2017). According to Sakano et al. (2016), despite the high level of security measures, female airport users were concluded to feel less confident about airport security. The gender arises and calls for elevated scrutiny when the biometric readings contrast that which the employee assumed specifically, in the case of transgender (Mackenzie, 2019). Gender profiling has long been in practice long before the existence of the airport industry (Carr et al., 2020).

Lucini et al. (2020) found that those with a high sense of security are more likely to travel by plane and visit airports. They also discovered that the rate of traveling decreases when the inspection and boarding time process increases. Moreover, they found that there is no difference in the effect of safety impressions on method choice based on group features such as gender or relationship status (Bacinskas & Kempers, 2020). Based on Adigüzel (2020) suggested that the success of any kind of air travel protection technique in creating a diverse selection of passengers between the modes relies on exactly how travelers view the idea of utilizing advertising to enlighten the public on the values of the security actions at the flight terminals.

It was found that gender type affects the expectations of airline services, which include being satisfied with the inspection process at gates, as well as expectations regarding security and safety (Carr et al., 2020). The literary works on public transport frequently locate those female express worries for their safety and security more than men (Hilgarter & Granig, 2020). Furthermore, ethnicity and gender are commonly covered in the situation of private encounters with public safety policemen (McNamara & Reicher, 2019). During this study, race is not included in evaluating perspectives regarding airport safety and security and the efficiency of the inspecting process. The reason for that is because we did not differentiate between the various races (Hasisi et al., 2020).

Research studies on racial profiling, as an example, show that African Americans in the US feel it is prevalent at airport terminals which may impact their understanding of airport terminal protection and their emotions about being significantly inspected (Milam, 2020). Regarding the difference in gender in "Safety inspection" perception, the model evaluated not just the difference in gender, however also two of the main effects of gender on "Safety inspection" perception, which consist of "Screening Satisfaction" and "Public Transit Safety" understanding; each one of these has been researched within the airport safety literary works (Sakano et al., 2016). The government thinks that it is vital that everyone is completely informed of all types of possible discrimination; However, we have actually modified the Code of Practice to clarify that passenger should not be chosen for safety checking based on certain characteristics such as age, ethnicity, or religion or based on sexual preference or if the individual has any kind of disability (Meacham, 2019).

Because we believe that it is important that everyone is fully aware of all forms of potential discrimination, the government intends to amend the code of practice to make it clear that

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passengers should not be selected for security scanning on the basis of the following personal characteristics disability, sex, gender reassignment, age, race, religion or belief or sexual orientation (Lehtonen, 2020).

B. Racial Profiling

Similar to gender profiling at airports across the globe, there is evidence that people from certain backgrounds are as well subjects of high surveillance (Wood & Raj, 2019).

Pertaining to the reasons why technologies were introduced to the airport services, specifically, the check-in counters, and the studies of believes that introducing technologies such as biometric and other machines used at the airport will improve the effectiveness of the airport service and overall enhance the performance system by providing more safer airport environment (Negri et al., 2019). Moreover, the use of technology can be used in categorizing airport users based on demographic characteristics such as age, gender, and travel pattern (Antwi et al., 2020). According to the Nguyen (2015) concludes that facial scan and biometric devices helps in monitoring and predicting behavioral pattern that might be deemed as profiling. On the positive side of racial profiling, sophisticated technology had in recent times enhance profiling (Morosan, 2019).

According to these authors although, the intention of using sophisticated technology to extract information from people is basically for marketing purposes, security analysis, prevention, and prediction (Bacinskas & Kempers, 2020). Yet, accurate use of these tech has not been fully implemented as the data collected are grossed at the expense of the minority (Gallova et al., 2018). The study of Khan et al. (2020) argues that the airport engages in profiling as a result of market segmentation using a marketing approach because the industry has no control over macro-economic factors. The strategy assists airport management in designing the best approach to offer a market mix (Gorod et al., 2020). Similar to the arguments found in the study of (Buhalis et al., 2019) argues that identity prefoliation existed because knowing the identity of virtually all citizens will assist the government in designing security programs, insights on the needed social technology education, and estimate cost per capita.

Furthermore, Carr et al. (2020) argue is of the notion that identity profiling has a significant positive relationship with privacy invasion. That is, it violates peoples' privacy; therefore, many people perceived a significant risk despite the good intention of racial identification process or profiling (Lankford, 2018). A recent study by Gallova et al. (2018), in an attempt to measure terrorism anxiety and support for counter-terror, opined that the policymakers should consider and exhaust the complex national identity while designing a national security framework as this approach has the tendency of limiting the racial profiling of the minority group. This is based on the findings that the opposing view of the right-wing authoritarianism pertaining to the positive link between digital security systems, data protection, and social networking sites and the connection between the amounts of time spent on social media and link with a local and foreign terrorist organization (Hartleb, 2020).

Narizhnaya (2019) argues that people stereotyped, devalued, or stigmatized felt psychologically demoralized and psychologically derailed. This is because they are not judged based on their individual character; rather, they are judged based on their racial or ethnic group affiliation (Kosel et al., 2020). Considering this, they experienced more negative outcomes compared to their counterparts, who were not subject to stigmatization (Cusimano & Goodwin,

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2020). Considering the issue of racial or ethnic profiling at the airport, critique the way airport management subject human beings to heavy surveillance (Manginelli, 2019). Moreover, the higher and tighter the airport users perceived the security process, the less satisfied they are specifically, those who are profiled (Wood & Raj, 2019). On the other hand, evidence concludes that several people agree with the objective of excess profiling using biometric machines with the opinion that it makes the airport safer (Haas, 2019).

As evidence from the several previous studies reviewed, it is observed that racial profiling that is the way the minority race or groups perceived to be a source of threat are treated, is different from those whom the 'system perceived to be less threat to the airport (Brewster et al., 2020). These minority groups being profiled get angry thus, having a high tendency that any slight provocation of previous experience can cause a crisis at the airport check-in counters (Siegel et al., 2019). Furthermore, to ease or alleviate the crisis event at the airport, the airport management introduced technology (biometric and surveillance camera), yet, literature has it that little to no improvement was made, this is because racial profiling does exist and the minority race was the target of the racial profiling (Skinner, 2020). Over time, the inconvenience caused and their experience triggers anger that might go out of control, therefore, creating an unhealthy scene (crisis) at the airport (Maravelas, 2020).

C. Crises Escalations at the Airport

Within the stage of crisis management, the model of crisis escalation consists of a collection of hidden circumstances that created the crisis in the organization and that are developed because of certain management practices (Pavlova & Sagov, 2020). These circumstances generally are considered as an embedded 'failure trails,' which reside in organizational processes and treatments (Bongiovanni & Newton, 2019). These trails of vulnerability might stay hidden and not noticed until conditions accumulate and limits in control mechanisms develop (Dumbaugh et al., 2019). The hidden circumstances for the crisis are not immediately identifiable, but early signals can be present in organizations that warn against the possible escalation of events (Powley et al., 2020).

This condition, coupled with the airport operator's tacit tolerance, may constitute a latent antecedent for an organizational crisis (Bongiovanni, 2016). The organizations can put in place post-crisis learning and gain a better understanding of the crisis by making sense of the unfolded chain of events (Ricke, 2020). The knowledge and experience from the past are built into this phase for the organization to prepare for future crises (Brinks & Ibert, 2020). Knowledge regarding crisis escalations is not a guarantee that the organization will have positive outcomes since there is still a chance that it might fail if it does not learn from previous crises (Bhaduri, 2019). The crisis escalations are a mere option, as organizations are not always capable of translating their mistakes into lessons for the future (Teck et al., 2020).

The crisis escalations are therefore expected to provide a complete perspective on crises' dynamics and crisis management intervention strategies (Carranza, 2020). The crisis escalations as address the need for organizations to make sense of the past events in order to be crisis-prepared in the future (Bhaduri, 2019). The crisis escalation happens when the officer in the airport discovers that the problem regarding the safety doors being exposed is the fault of one of the employees and immediately applies a countermeasure to avoid this problem from another time (Bongiovanni, 2016). Improved supervision of airline staff members by the airport

DOI: http://doi.org/10.48165/sajssh.2021.2302

operator may also be part of this stage (Peysakhovich et al., 2018). The comparison between crisis escalation and crisis management has provided an overview of the crisis phenomenon, as well a

Based on this perspective, it shows the relevance of addressing all the stages of the crisis escalation model through enhancing the activities that are part of each phase of the crisis management process (signal discovery, preparation/prevention, containment/damage healing, constraint, and understanding) (Williams et al., 2017). The crises escalations perspective in the analysis of crises, recognizing the importance, not only of organizational design and strategies but also of culture and perceptions in the development of crisis conditions (Wald, 2020). The crisis escalation enables one to plan for future events when these follow the same escalation process as the known ones (Østby & Katt, 2020). However, the empirical observation shows that modern catastrophes are enrooted in unnoticed details, unexpected events, and unforeseeable circumstances (Nachbagauer & Boeck, 2019). The crisis escalation perspective focuses on the crisis of management stage and examines practical ways to improve signal detection and prevention within the crisis management phases (Ritchie & Jiang, 2019).

D. Conceptual Framework

The research framework in Figure 1 illustrates the relationships between the exogenous variable (gender profiling and racial profiling) and the endogenous variable crises escalations. The proposed hypotheses are the following:

- H1: There is a positive association between racial profiling and crisis escalations at Dubai international airport.
- H2: There is a positive association between gender profiling and crisis escalations at Dubai international airport.

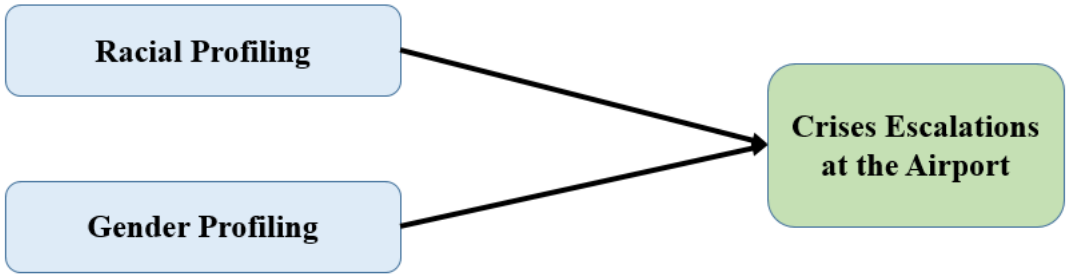

Figure 1: Conceptual Framework

METHODOLOGY

The study is quantitative method research based on the original data collected for the target population in the Dubai international airport based on a well-structured survey. The study is an empirical investigation by surveying employees from specific management levels based on predefined hypotheses.

The target or study population chosen for this research work equates to the total number of airport customers flying through Dubai international airport who are willing to respond to the questionnaire and the check-in staff that will be on duty during the period of data collection. The actual sample size is 360 employees, and the distributed survey is 446, which was

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distributed by using face-to-face data collection methods in a conventional technique of sample selection in 2019.

The tool used for data collection is a well-structured survey that is adapted from previous. To measure crisis escalation, the researcher adopted the findings, arguments, and previous items from the studies of (Bocci 2018; Zhang et al. 2019). The items of racial profiling were adapted from studies such as (Di Pietro et al., 2017; Negri et al., 2019; Zhu et al., 2013). The items used in measuring the perception of passengers towards gender profiling that might lead to crisis escalations are adapted from the findings and arguments of previous scholars (Al-Faham & Ernst; 2016; Currah & Mulqueen; 2011; Sakano et al., 2016). The survey was organized to ask a question in Likert-5 format. Likert 5 questionnaire style has been used in social science studies for a long time and proved to be a suitable style for measuring human perceptions. Structural equation modeling (SEM) techniques are used for statistical data analysis via the SmartPLS software package, which is used in management and social science studies such as (Salem & Alanadoly, 2020; Salem & Salem, 2018).

FINDINGS

E. Demographic Analysis

The distributed questionnaires were 446; the collected samples were 382, uncompleted cases were 12, initial cases for analysis were 370, unengaged screening was 5, univariate screening was 4, multivariate screening was 1, and the cleaned cases for analysis 360 cases.

Relating to the gender of participants, specifically, the males are representing a group of 60.6 and the females with a percentage of 39.4, which is normal in such a society. Regarding the age of respondents, respectively the respondents between up to 18-25 years old are representing 11.9%, between 26-35 years old are representing 29.2%, between 3645 years old are representing 30.3%, between 46-55 Years old are representing 19.2%, and between more than 55 years old are representing 9.4%. Below table 4.3, and the graph is showing the details. Regarding the income of respondents, respectively, the respondent's income less than 3000 are representing 5.0%, between 3000-4000 are representing 21.7%, and between 40016000 are representing 50.0%, between 6001-8000 are representing 16.7%, and More than 8000 are representing 6.7%. Regarding the highest academic qualification of respondents, respectively the respondents with high school are representing 3.9%, the respondents with a diploma are representing 10.8%, with bachelor are representing 76.1%, with postgraduate are representing 8.1% and Others are representing 1.1%.

Table 1: Demographic Analysis

		Frequency	Percent
Gender	Male	218	60.6
	Female	142	39.4
	18-25 Years	43	11.9
	26-35 Years	105	29.2

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		Frequency	Percent
Age	36-45 Years	109	30.3
	46-55 Years	69	19.2
	Above 55 Years	34	9.4
Income	Less than 3000	18	5.0
	3000-4000	78	21.7
	4001-6000	180	50.0
	6001-8000	60	16.7
	More than 8000	24	6.7
Education	High School	14	3.9
	Diploma	39	10.8
	Bachelor	274	76.1
	Post Graduate	29	8.1
	Others	4	1.1

F. Descriptive Statistics

As seen in Table 2, racial profiling (RP) shows a positive satisfying level with a mean value of 3.2669, which reflects a positive perception by respondents. Gender profiling (GP) shows a positive satisfying level with a mean value of 3.1289, which also reflects a positive perception by respondents. Crises escalations (CE) show a positive satisfying level with a mean value of 3.3305, which also reflects a positive perception by respondents. Table 2 shows the details of the constructs.

Table 2: Descriptive Statistics of Research Constructs

	Min	Max	Mean	Std. D
Crises Escalation	1.00	5.00	3.3305	.77819
Gender Profiling	1.00	5.00	3.1289	.85412
Racial Profiling	1.30	5.00	3.2669	1.06131

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G. Validity and Reliability of Constructs

Table 3 shows the findings of two main tests of reliability and validity. As shown in Table 3, composite reliability is measured by Cronbach's Alpha, and all values are above the cut-off value of 0.70. Therefore, the reliability of the measurement model is achieved. In addition, outer loading for all the items is above 0.708 with no cross-loading from the foreign item; therefore, indicator reliability is achieved. The average Variance Extracted (AVE) values are above 0.5; therefore, convergent validity is achieved. All other test shows an adequate level of validity and reliability. Several measures have been conducted, such as composite reliability, outer loading, convergent validity, and discriminant validity, to ensure reliability and validity of the measurement model (Hair Jr, Hult, Ringle, & Sarstedt, 2016; Sekaran & Bougie, 2016).

Table 3: Constructs Reliability and Validity

construct	AVE	Cronbach's Alpha
Crises Escalations (CE)	0.757	0.918
Gender Profiling (GP)	0.594	0.829
Racial Profiling (RP)	0.689	0.887

H. Relationships Examinations and Discussions

For the purpose of assessing the power of the model construct in predicting the outcome variables, predictive power R2 and predictive relevance were used (Hair Jr et al., 2016). Results of the main dependent variable, crises escalations (CE), illustrate a satisfactory predictive power and a medium predictive relevance. As seen in the table, the related R square value is 0.334 (a power of 33.4%), and the related Q square is 0.226 (a relevance of 22.6%). Racial profiling (RP) and gender profiling (GP) can explain more than 33.4% of the crisis escalations (CE) variance. The research study relationships are in one instruction, along with the ideal degree of evaluation is one-tailed. Table 4 shows the path coefficient assessment with the values of T Statistics and also Beta values for the end result variable crisis escalation (CE). The two variables antecedents have significant relation, in which the p-value scores are above 0.05, and the t statistics scores are above 1.65. The precedence for the relations based on the path coefficient value is GP (0.424) and RP (0.397).

Table 4: Predictive Power and Predictive Relevance of Proposed Model

	Predictive Power		Predictive Relevance	
	R Square	Status	Q Square	Status
Crises Escalations	0.334	satisfactory	0.2269	Medium

Table 4: Path Coefficient Assessment of Crisis Escalations (CE)

	Path Coefficient	Standard Deviation	T Statistics	P Value (one tailed)	Status

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GP -> CE	0.424	0.038	9.820	0.000	Significant
RA -> CE	0.397	0.040	8.300	0.000	Significant

CONCLUSIONS

Overall, the model is successful because it can predict 33.4% of the crisis escalation, and the direct relationships for the two predictors of crisis management are significant. The precedence for the relations based on the path coefficient value is gender profiling (0.424) and racial profiling (0.397).

This study is limited to the empirical examination of UAE airports; however, replicating the same design with the same research design but in different countries will provide extra knowledge to generalize the proposed relations. In addition, the model can explain up to 33.4% of the crisis management variance; scholars are welcome to investigate more crisis escalation causes to increase the model power and propose a more comprehensive model.

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