

PROCEEDINGS THE 4TH i-CoME

by Eddy M. Sutanto

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INTERNATIONAL CONFERENCE ON
MANAGEMENT & ENTREPRENEURSHIP



PROCEEDINGS

DIGITALIZATION & BUSINESS EMPOWERMENT

Swinburne University of Tecthnology,
Sarawak Campus, Malaysia,
22-24 July 2021

Editors :

Eddy Madiono Sutanto, Halimin Herjanto,
Jashim Khan, Jati Kusuma Ali,
Evan Lau, Annie Stephanie Banikema,
John Francis Diaz

Co-Host :



Curtin University
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4th i-COME **INTERNATIONAL CONFERENCE ON MANAGEMENT & ENTREPRENEURSHIP**

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PREFACE

Digitalization in the 21st century continues to influence how organizations and businesses function and process. However, success in digitalization requires continuous co-operation, empowerment, and planning. Over the years, we have seen changes in digitalizing and empowerment in not just businesses, but also in the workplace. Such digitalization and empowerment are becoming more important where it continues to drive businesses to go global. It also increased the speed of business innovation and transformation, while offering new knowledge and stronger insights into how businesses function and operate in a globalized market.

The Business Management Program and *Jurnal Manajemen dan Kewirausahaan – JMK* (Journal of Management and Entrepreneurship) of Petra Christian University, Surabaya Indonesia in cooperation with the School of Business of Faculty of Business, Design and Arts, Swinburne University of Technology Sarawak Campus, Sarawak Malaysia host the Fourth International Conference on Management and Entrepreneurship (4th i-CoME) 2021. This conference is made possible with the support of several accredited journals (SCOPUS, ESCI, among many). The conference present seven keynote speakers from five different countries: Australia, USA, Malaysia, Indonesia, and New Zealand.

This conference also calls for research articles and papers from scholars, researchers, and students from all over the world. There are six sub-themes with various topics covering management and entrepreneurship topics. The conference is a forum where fellow academics share experiences, exchange knowledge, work hand-in-hand, and find managerial and entrepreneurial solutions for a better business world. The detailed information is available in the 4th i-CoME 2021 website: <http://i-come.petra.ac.id>

The objectives of the 4th i-CoME 2021 are to become scholar's forum to discuss a recent scholarly work, to become scholars' forum where scholars from all over the world can gather and network, and to discover new findings that can benefit the business management and entrepreneurship world.

Surabaya, Indonesia, 1 August 2021

Editor

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