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SOCIAL AND CULTURAL INNOVATING TOGETHER: THE CONVERGENCE OF MANAGEMENT, COMMUNICATION, AND THE DIGITAL TRANSFORMATION

Selected, peer-reviewed papers from
The 4th International Conference on Management and Communication (ICMC 2025), 4–6
February 2025, Kota Kinabalu, Sabah, Malaysia

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INNOVATING TOGETHER: THE CONVERGENCE OF MANAGEMENT, COMMUNICATION, AND THE DIGITAL TRANSFORMATION

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Preface

This volume brings together selected papers from the 4th International Conference on Management and Communication (ICMC 2025), held on 4–6 February 2025 in Kota Kinabalu, Sabah, Malaysia. The conference provided a forum for scholars and practitioners to share research and insights in management and communication, exchange approaches to challenges in these fields, and build international academic networks through collaboration and publication.

ICMC 2025 focused on the connections between management, communication and digital transformation. As organisations respond to technological change and increasingly complex challenges, the conference encouraged discussion across disciplines and between research and practice. Hosting the event in Sabah also created opportunities for academic exchange within East Malaysia, the wider Borneo region and beyond.

The programme featured four keynote speakers and three parallel presentation sessions. A Borneo Special Talk, “Borneo in the Global Spotlight: Challenges, Resilience and Future Prospects,” brought together three panelists and a moderator. Presentations covered business, communication, accounting and finance, development planning, entrepreneurship, environmental management, governance, human resources, organisational behaviour, tourism, supply chains, Borneo issues and related areas of the social sciences. Participants presented both in person and online. The conference also recognised three papers with best paper awards.

The organisers recorded 145 submitted abstracts, 127 accepted conference papers and 144 presentations. Participants came from Brunei, China, Malaysia, Nigeria and the United Arab Emirates. The conference used the Open Conference Peer Review and Submission Management system to manage submissions.

For the review process documented for this volume, the organisers report that 152 manuscripts were received and sent for review, of which 77 were accepted, representing an acceptance rate of 50.66%. Submissions underwent an initial assessment for eligibility, followed by single-blind evaluation by reviewers of Senior Lecturer rank or higher and final verification by the Scientific Committee. The organisers report an average of four reviews per paper. The review panel comprised 26 experts from a range of universities, including 15 senior academics and 11 professors; external reviewers also contributed. Turnitin was used for similarity checks.

The Organising Committee extends its gratitude to everyone who made ICMC 2025 possible. We thank the Government of Sabah and Datuk Dr. Ahemad bin Sade for their support, as well as the conference sponsors, the Ministry of Public Works (KKR) and Qhazanah Sabah Berhad. We are grateful to Prof. Dato’ Dr. Mohd Foad Sakdan, Vice-Chancellor of Universiti Utara Malaysia, and the Provost of UUM Kuala Lumpur for their guidance and encouragement.

We also thank the participating institutions, including TAR University College of Management and Technology, UBD School of Business and Economics, Universiti Malaysia Sabah, Universiti Teknologi MARA, Universiti Poly-Tech Malaysia, Universiti Islam Antarabangsa Sultan Abdul Halim Mu’adzam Shah and Universitas Trisakti Indonesia. Finally, we thank the keynote speakers, panelists, reviewers, authors, presenters, participants and organising team for the expertise and care they brought to the conference and this volume.

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Deputy Secretary State of Sabah, Malaysia

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Keio University, Japan/ CEO, Asian Development Bank Institute, Japan

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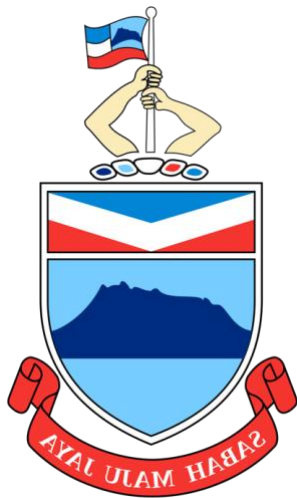
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