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DRIVING SUSTAINABILITY THROUGH BUSINESS-TECHNOLOGY SYNERGY

Selected, peer-reviewed papers from the
9th International Economics and Business Management Conference (IEBMC 2019), 02-03
December 2019, The Imperial Heritage Hotel, Melaka

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DRIVING SUSTAINABILITY THROUGH BUSINESS-TECHNOLOGY SYNERGY

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Preface

This volume contains selected, peer-reviewed papers from the 9th International Economics and Business Management Conference (IEBMC 2019), which was held in the The Imperial Heritage Hotel, Melaka, Malaysia on November 02-03, 2019.

The objective of the conference is to provide an opportunity to delegates to share research knowledge regarding the theme of the conference which is “Driving Sustainability through Business-Technology Synergy”.

Importance of the conference is to provide platform for academician to share their research finding to the industrial and practitioners regarding the theme of the conferences.

All submissions have been made through the conference official website, iebmc2019@uniten.edu.my. 105 papers were accepted, and 103 papers were presented at the conference. Each author was allotted 15 minutes to present their paper. The software program iThenticate was used for plagiarism detection. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was 105 and the number of submissions accepted was 103 indicating an acceptance rate of 98%. A total of 72 reviewers were involved in the review process.

Let me begin with the definition or meaning of “Sustainability”. According to Investopia (2019), sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars:

- Economic (profits)
- Environmental (planet), and
- Social (people)

However different scholars have different definitions/pillars of sustainability. Based on RMIT University (2017), the term sustainability is broadly used to indicate programs, initiatives and actions aimed at the preservation of a particular resource. According to RMIT University, there are four (4) pillars of sustainability, namely, Social, Human, Economic, and Environment. So, here, Human is considered as a separate pillar as compared to the earlier example whereby people or human is part of the Social pillar.

Hence, What Does "Sustainability" Mean In Business? Sustainability in business generally addresses two main categories:

- The effect business has on the environment
- The effect business has on society

A growing number of organizations are integrating sustainability into their business strategy—realizing they can do well by doing good. The goal of a sustainable business strategy is to make a positive impact on either one of those areas. They will make sure that the environment and societies, including human are well taken care of while making their profits. They aspire to be or seen to be a responsible corporate citizen. They will protect or preserve the environment, emphasise the equality and justice in their business dealings. When companies fail to assume this responsibility, the opposite can happen, leading to issues like environmental degradation, inequality, and social injustice.

Why Is Sustainability Important in Business? Sustainability can drive business success; beyond helping curb those global challenges. Investors today use Environmental, Social, and Governance (ESG) metrics to analyze an

organization's ethical impact and sustainability practices. Investors look at factors such as a company's carbon footprint, water usage, community development efforts, and board diversity. Research shows that companies with high ESG ratings have a lower cost of debt and equity, and that sustainability initiatives can help improve financial performance while fostering public support (McKinsey, 2017).

The strongest motivating factors to adopting a sustainable mind set are to:

- align with a company's goals, missions, or values;
- build, maintain, or improve reputation;
- meet customer's expectations; and
- develop new growth opportunities.

The question now is how Technology, vis-à-vis, Industry 4.0 (IR 4.0) will play its role in ensuring Sustainability, especially in business? As a matter of fact, Industry 4.0 can make 'the world more sustainable' depending on how we or the companies are able to adapt or adopt with the technology. The Fourth Industrial Revolution or Industry 4.0, as it is also called, is both an opportunity and a challenge. It has the potential to enhance global manufacturing output to meet the rising human needs without harming the environment; it can make the world more sustainable. At the same time, fear of significant job losses it will lead to is real. It risks widening the inequality between developed countries and other nations.

The Fourth Industrial Revolution offers huge potential to advance economic growth and human well-being, to safeguard the environment and to achieve the 2030 Agenda for Sustainable Development. In 2016, it had already been noted that radical innovations such as the mobile internet, the Internet of Things (IoT) and cloud computing would revolutionise production processes and enhance living standards, particularly in developing countries. New technologies can increase the level of efficiency and productivity of industrial production processes. It can also help create smart cities. And in the case of UNITEN, I heard that you are embarking on SMART UNIVERCITI.

Let's look at the realities of the Fourth IR. Today's transformations represent not merely a continuation of the Third Industrial Revolution but rather the arrival of a Fourth and distinct one. When compared with previous industrial revolutions, the Fourth is evolving at an exponential pace (i.e. increasing and growing very fast) rather than a linear (i.e. directly connected)" one. What we can see today is that Customers Expectation is More. Customers today expect to get an answer anytime, on any channel they choose. Whether they tweet, email, chat, or call, they want instant, personalized service. So, how did they come to expect that? The answer is DATA. Data Is the New Currency. Every day, billions of people are sharing online; posting images, videos, tweets; Sending text messages & liking other people's updates. They're using connected devices. Billions of people are sharing, translates to billions of devices with embedded sensors, sending trillions of real-time signals to the cloud. GPS coordinates, environmental data, clickstreams, health status and lots and lots of data.

All of this data is like food for artificial intelligence (AI). AI is driving innovation across growing numbers of products and services, and the more data you have, the better the predictions get. Machine learning (ML) algorithms can analyse billions of transactions and variables to make businesses smarter. For examples, industry-wise, ML would be able to:

- Predict which customers are mostly likely to purchase a particular product (RETAIL).
- Optimize supply chain operations and predict the failure of machine parts (MANUFACTURING).
- Assist us to plan vacations. Where to go? How to go? (TRAVEL)
- Assist doctors to identify different types of cancer cells and spot abnormalities in real time (MEDICINE)

With IR 4.0, undoubtedly, significant numbers of jobs and job sectors will be vulnerable to automation, with some estimates suggesting that up to half of all jobs may be endangered. However, technology development is also likely to create some new industrial sectors and new job opportunities, though these are likely to predominate in more skilled and knowledge-based sectors. Less developed nations with a large proportion of labour-intensive sectors will be impacted the most. How can they overcome this challenge?

In order to survive the age of disruption, manufacturers need to adopt a business strategy that can respond quickly to consumer needs and market changes in a cost-effective manner. Unlike today's economy that often focuses on generic behavioural competencies, IR4.0 will transform the labour market into a skill-centric type of market, with respect to Information Technology (IT), data analytics, process understanding, and the ability to work with modern interfaces. Currently, certain jobs do not need these skills. This implies that the core qualifications and skills used in today's job market are insufficient to revolutionise the manufacturing sector. In short, increased automation will put many low-skilled workers out of job. Thus, the role of universities, like UNITEN, is to equip your students with the right and relevant skills to be relevant in the IR 4.0 era. In some developed countries such as Japan, they are already talking or embarking on IR 5.0!

Closer to home, how does IR 4.0 affect Malaysians? At present, the quick pace of technology advancement is beginning to pave the way for an imminent disruptive wave of IR4.0 in Malaysia. Many firms attempt to maximise productivity and profitability while being cost-effective by leveraging on disruptive technologies such as IoT, artificial intelligence, automation & robotics, biotechnology, and more. Not surprisingly, Malaysia is already feeling the effects of disruptive technology, from e-hailing taxi apps such as Grab, to shopping within the comfort of our own home without needing to be physically present at the mall using online shopping apps such as Shopee and Lazada.

Thus, what are the strategies to be taken by companies with respect to IR 4.0 and at the same time ensure sustainability? There is no "one-size-fits-all" strategy for technology development in developing countries and re-shoring of labour-intensive sectors is a potential risk for them. However, we can draw some conclusions on successful mitigation strategies:

Firstly, the implementation of the Fourth Industrial Revolution will require the promotion of investments in digital infrastructure and data, as well as an organisational change at firm level. Secondly, as the required skill sets are changing, national education systems must support the development of competencies in ICT and Science, Technology, Engineering, and Maths (STEM), but also in terms of "soft skills" and practical knowledge regarding production processes. Thirdly, it may be useful to allow for the provision of (competitive) grants to public and private R&D, also in combination, for example, between universities and companies. The degree of competition should depend on the status of development of the sector and the country. Fourthly, regulatory frameworks need to encourage innovation, digitalisation and the adoption of new technologies, for example by removing barriers, while at the same time maintaining data protection. Finally, new skills and well-educated workers are essential for optimal implementation and operation of new technologies. Thus, policymakers should prioritise and increase public investment in education infrastructure to effectively deal with the challenges of new technology implementation.

So, the next question is how to shape the future of IR 4.0 and what does it take to synergise the technology (IR 4.) for sustainability in business. In its most pessimistic form, the Fourth Industrial Revolution may indeed have the potential to "robotize" humanity and deprive us of our heart and soul. But as a complement to the best parts of human nature—creativity, empathy, stewardship—it can also lift humanity into a new collective and moral consciousness based on a shared sense of destiny (Klaus Schwab, Founder & Executive Chairman of the World Economic Forum, 2017). Nevertheless, today's decision-makers are:

- too often trapped in traditional, linear thinking,

- too absorbed by the multiple crises demanding their attention to think strategically about the forces of disruption and innovation shaping our future.

In the end, it all comes down to people and values. We need to shape a future that works for all of us by putting people first and empowering them.

Thus, **BUSINESSES SHOULD WORK TOGETHER (SYNERGISE) TO CONTROL TECHNOLOGY AND OUR LIVES AND ENSURE OUR SUSTAINABILITY!**

The success of this conference is solely on the dedication and efforts of the committee members of IEBMC 2019 who have started working on the preparation for almost a year in many ways to materialise this conference. I would also like to thank the entire conference sponsors for their great support to make this conference possible. Eventually, I express my special gratitude and appreciation to the Secretariat of IEBMC 2019 - Prof. Dato' Ir. Dr. Kamal Nasharuddin Mustapha, Vice-Chancellor, Universiti Tenaga Nasional (UNITEN)

I take this opportunity to kindly thank our sponsors who have provided IEBMC 2019 with monetary support and sponsorship in kinds; thus, I would also like to record my sincere gratitude to all our sponsors. To all dedicated committee members, you have done a wonderful work in contributing your talents and skills to ensure the success of IEBMC 2019, so thank you so much! Last but not the least, to all conference delegates, particularly those who come from overseas, please take the opportunity of your stay in Melaka to explore this beautiful and historical city. I hope IEBMC 2019 would give you a memorable and wonderful experience.

04 December, 2019

Assoc. Prof. Dr. Amanuddin bin Shamsuddin,

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