

BUSINESS WITHOUT BOUNDARIES

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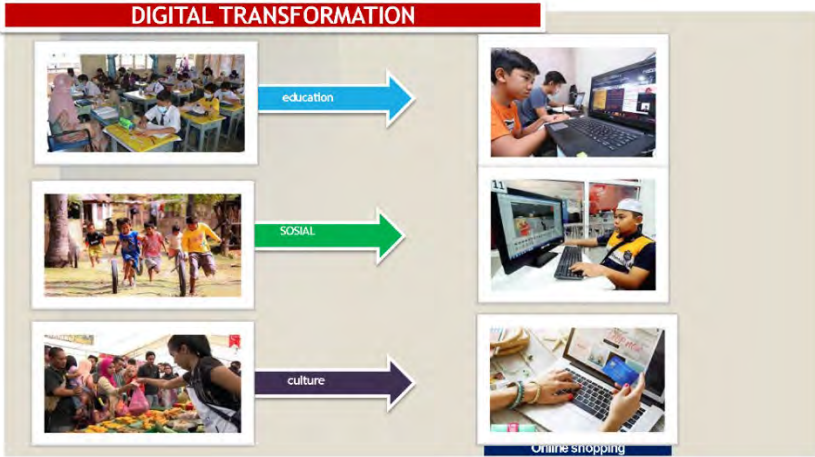
ERASMUS+ TEACHING MOBILITY PROGRAMME
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BUSINESS WITHOUT BOUNDARIES

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- 2** Effect of Covid -19 to business
- 3** Exploring Effect of Covid-19 on MSMEs
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WHAT WENT WRONG: OUT OF BUSINESS



CLOSURE OF BUSINESS IN MALAYSIA DURING COVID-19(18 AUG 2020)



WHAT WENT WRONG



6th International Conference on ICGSM
“ESG Standards and Securing Strategic Industries”

FLYING HIGH

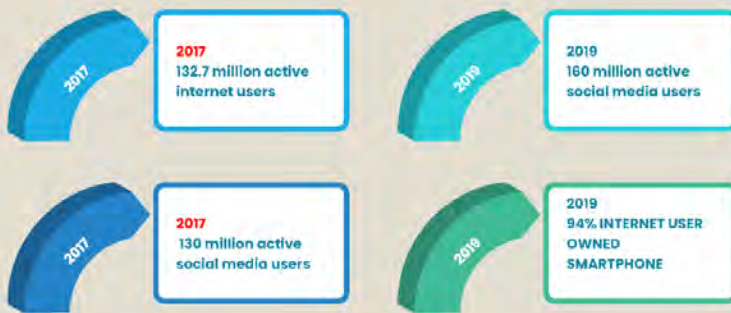


DIGITAL POPULATION IN MALAYSIA

20.9M Total number of smartphone users in Malaysia	Over 22M Total number of Facebook users in Malaysia	Over 7.2M Total number of Twitter users in Malaysia	Over 80 MINUTES PER DAY The average amount of time Malaysians spend on YouTube
86 % Malaysia's internet penetration rate	85 % Malaysia's online banking penetration rate	118 % Malaysia's broadband penetration rate	USD1.03B Estimated mobile payment transaction value by 2021

*Note: All figures are based on 2018 statistics
 Source: Malaysia Digital Economy Corporation (MDEC) Sdn Bhd
 (<https://mdec.my>)*

DIGITAL POPULATION IN INDONESIA





DIGITAL POPULATION IN BULGARIA IN 2023



There were **5.59 million** internet users in Bulgaria at the start of 2023, when internet penetration stood at **83.1%**



Bulgaria was home to **4.42 million** social media users in equating to **65.7 %** of the total population.



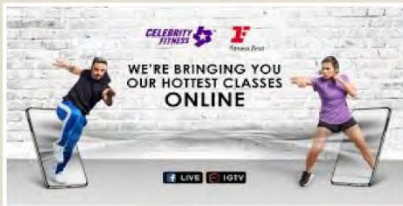
A total of **9.79 million** cellular mobile connections were active with this figure equivalent to **145.5 %** of the total population.

MSMEs : DIGITAL TECHNOLOGY ADOPTION

McKinsey: Micro, Small & Medium-Sized Enterprises Can Contribute \$140B to Indonesia's GDP by 2030



1. VIRTUAL FITNESS CLASS



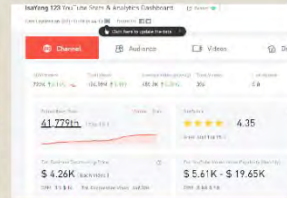
2. VIRTUAL TUITION- DIGITAL PALTFORM



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3. YOUTUBERS

IsaYang 123 - YouTube



EXPLORAING EFFECT OF COVID-19 ON MSMES (DIGITAL V TRADITIONAL BUSINESSES)

KUANTITATIF DAN KUALITATIF

QUALITATIVE AND QUANTITATIVE APPROACH

OBJECTIVES

1. Effect of covid-19 on revenue of SMEs
2. Challenges during covid-19
3. Success stories
4. Issues and challenges

Face to face interview



MICRO, SMALL MEDIUM ENTERPRISES (MSMEs)

MSMEs are the backbone of the economy

MALAYSIA

98.5%
business establishments in Malaysia
are MSMEs



INDONESIA

99.9%
MSME make up 99.99% business
establishments in Indonesia. 62.9
million units in 2017

BULGARIA

Around 98% of
all enterprises (private and public)
in Bulgaria were small or medium

SMEs CONTRIBUTIONS TO THE COUNTRY

SMEs GDP

RM552.3 BIL
(38.9% share)

Indonesia : 60% (Rp 13,600 trillion) to the
country's domestic income (2017)

SMEs EXPORTS

RM176.3 BIL
(17.9% SHARE)

SMEs EMPLOYMENT

7.3 mil workers
(48.4% shares)

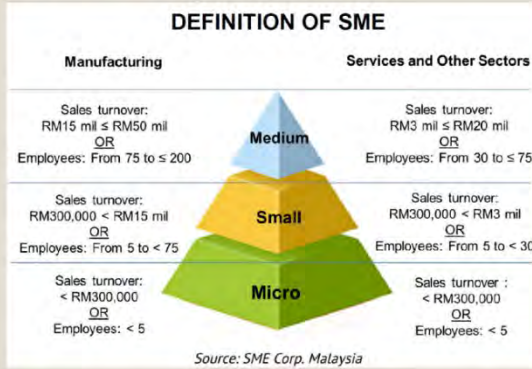
Source: Department of statistic
Malaysia 2019

STRUCTURE OF BUSINESS IN INDONESIA

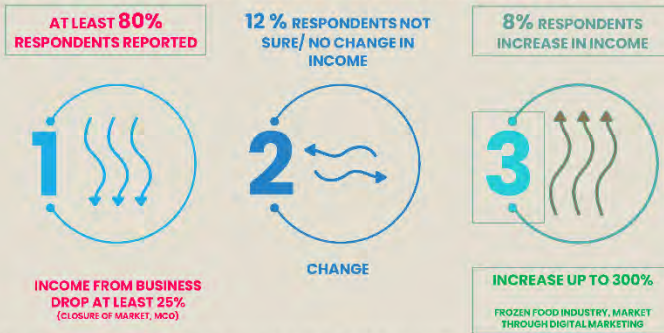
TYPE OF ENTERPRISE	NUMBER OF ENTERPRISE	NUMBER OF WORKER	% OF TOTAL ENTERPRISE	DEFINITION
Big	+/- 5,460	3,619,507	0.01%	Assets > IDR 10 billion
Medium	+/- 58,627	3,770,835	0.09%	Assets IDR 500 mln – 10 bin
Small	+/- 757,090	5,831,256	1.20%	Assets IDR 50 mln – 500 mln
Micro	+/- 65.106.900	107,376,540	98.70%	Assets > IDR 50 million

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DEFINITION OF SMEs



FINDINGS – MSMEs IN AGRICULTURE INDUSTRY (N=300)



Indonesia : Since March 2020, MSMEs have lost 70-90% of their profits.

INDEPENDENT SAMPLE T-TEST

There is a significant different **before** and **during** covid-19 (N= 300) MSME in Agriculture industry





FLYING HIGH(1)

- Product** : Chili paste & Smoked meat
- Digital Platform** : Shopee, Whatsapp, Twiter, FB
- Size** : Micro MSMEs Seremban Negeri Sembilan
- Income** : Three times higher **(300%)** during COVID-19



FLYING HIGH(2)

- Product** : Kerepek (Samirin Kerepek Sabak Bernam)
- Digital Platform** : Shopee,
- Size** : Micro MSMEs
- Income** : Three times **(300%)** higher during Covid-19



Flying High (3)

- Product** : Sambal Pecal
- Digital Platform** : Shopee,
- Size** : Micro MSMEs
- Income** : Income double through digital platform marketing higher during Covid-19



Sambal Pecal Sambal Pecal Aqilah / Kuah Pecal / Kuah Kacang / Sambal Pecal (500gm)

5.0 ★★★★★ 39 Ratings | 74 Sold

RM25.00 **RM20.00** **20% OFF**

100% Authentic Guarantee
Guarantee Authentic or Money Back

Wholesale Buy (+5) RM18.50 View More >

STRUGGLING HARD (1)

Product : COW SKIN BUSINESS
Digital Flat-form : NO
Size : Micro MSMEs, SABAK BERNAM
Income : No business during COVID-19



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- Transportation network and logistics startup company.
- Around 15 millions users and consumers every month.
 - More than 900 thousand workers as partner drivers.
 - More than 125 thousand merchants as partner.
 - Towards becoming 1st Indonesian decacom.



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BukaLapak

E-commerce company in Indonesia.

- Used by more than 10 thousand entrepreneurs.
- Enhancing and facilitating economics activities for people.

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traveloka

Company that provides airplane and hotel ticket booking services online with a focus on domestic travel in Indonesia.

- The leading online travels agency platform.
- Valuation of \$4 billion.



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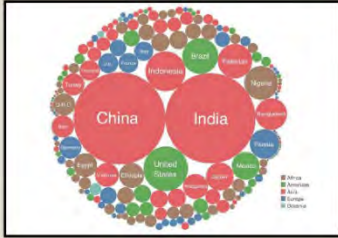
tokopedia

Indonesian e-commerce company.

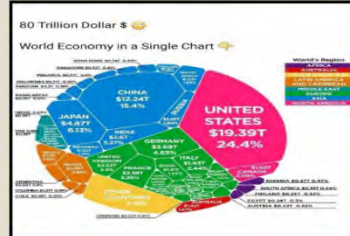
- More than 35 million visitors, with buying and selling place is at least 150 million visits.
- 4 million merchants.
- Encouraging entrepreneurship and new business people

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Countries by Population Size



World Economy

RESEARCHABLE TOPICS DIGITAL TECHNOLOGY

- Assessing the effect of **Information Technology**, Leadership, Strategic Alliance on strategic competitive advantage of MSMEs
- Examining the effect of **Information technology Capability**, Leadership Capability and Learning Capability on SCA of Private higher learning Institution
- The role of **digital technology competency**, Self Efficacy and professional scepticism on Internal auditor's ability to detect financial statement fraud



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