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SUSTAINABLE DEVELOPMENT IN BUSINESS

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SUSTAINABLE DEVELOPMENT IN BUSINESS

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Sustainable Development in Business

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Contents

Preface

This book, "Sustainability development in Business," focuses on issues related to SDG, technology, supply chain and social entrepreneurship. The aim of this book is to provide the current issues on different aspects of sustainable development. More specifically, the role of SDG in resource planning, the technologies used in the digitalized world, the supply chain sustainability optimization, as well as social entrepreneurship development are investigated.

Twelve chapters are presented in the book that involves marketing, legal, social media live streaming, mobile payment, technology transfer office, commercialization, customer relationship management (CRM), artificial intelligence (AI), urban planning, social enterprises, and poverty. In addition, the book covers various industries and products such as elderly care industry, food and beverages industry, e-commerce, and dairy products. We hope this book can provide further understanding and awareness among the academics and industrialists towards the development of sustainable development in the new digitalized world.

We would like to thanks all the contributors for their commitments in writing, revising and reviewing the chapters.

Shafie Sidek
Meor Rasydan Abdullah
Yee Choy Leong
Serdang, 2023

1

Integrating Sustainable Aged Care Services into The Legal Framework of Land Use Planning: The Case of Iskandar Malaysia

Rozanah Abdul Rahman, Tengku Aizan Hamid,
Rahimah Ibrahim, Zumilah Zainalaludin
Roslan Rosnon, Mohammad Mujaheed Hassan,
Hanna Ambaras Khan

INTRODUCTION

The 4th National Physical Plan (NPP-4) was formulated with three core development thrusts, 11 strategic directions and 39 implementation actions, to become a strategic document that outlines the country's spatial development policy in line with the 12th Malaysia Plan. The NPP-4 ensures that Malaysia can become a prosperous nation and resilient in terms of economy, environment, and social balance for the wellbeing of the Malaysian Family as a whole. The NPP-4 also translated the country's commitment at the global level, such as the New Urban Agenda (NUA) and Sustainable Development Goals (SDGs) and served as a development coordination instrument between the federal and state governments.

In the liveability agenda of Malaysia, over the next few decades, the age structure of Malaysia's population is expected to create significant challenges for the economy. Malaysia is well on its way to becoming an aged nation by 2030 when it is projected that 15 percent of its population will be 60 years old and above. Thus, in reaching the aged nation status within the multi-ethnic population of Malaysia, there is an urgent need to promote active and productive ageing and community care for older people, as well as to improve health services (Abd Mutalib, Ismail, & Miskiman, 2020). An aged population will have profound impact on all aspects of community life, including the economy, and options to deal with these impacts involve specific strategies.

As far as special economic zone of the country is concerned, the related policies have been implemented to stimulate economic growth through an outward-looking perspective. Some Southeast Asia countries are increasingly adapting their special economic zone strategy to a more complex and comprehensive cluster development strategy (Association of Southeast Asian

2

The Road to Sustainability: Manufacturing Sector Engagement with SDGs In Malaysia

Najaa Abd Mubin, Mardiana Omar

INTRODUCTION

Humanity has achieved success in the contemporary world through notable developments such as globalization, industrialization, the green revolution, and urbanization. Currently, there is a shift towards digitalization. While this satisfies present requirements and contributes to competitive survival, it simultaneously inflicts damage on the environment, climate, and natural resources, potentially creating hindrances to future development. Numerous philanthropic endeavours are concurrently pursued with economic interests; however, these initiatives prove inadequate in enhancing environmental disruptions and defeating obstacles to future advancement. Certain policymakers, reformists, and intellectuals exhibit observance regarding a nation's social and environmental progression (Di Vaio et al., 2020; Moslehpour et al., 2022a). Acknowledging the escalating public demand for attention to social and environmental advancement, economic entities and governments are diligently working through effective policies, campaigns, or programs. Their objective is not solely confined to achieving financial goals for immediate economic development but also encompasses the promotion of sustainability by preserving resources and social relationships (Mio et al., 2020; Moslehpour et al., 2022b).

The significance of the Sustainable Development Goals (SDGs) is notably prominent within the manufacturing sector, which encompasses a diverse range of industries, including electronics, automotive, textiles, and chemicals. Manufacturing plays a pivotal role in shaping the economic, social, and environmental landscapes of nations. Moreover, an increasing number of companies, spanning various sectors like hotel management (Oriade et al., 2021), construction (Banihashemi et al., 2017), and the automotive industry (Cioca et al., 2019), are now integrating sustainability into their operational strategies. The goal of this integration is to address current socio-environmental issues, which is essential for advancing the pursuit of the Sustainable Development Goals (SDGs). This elevation of sustainability to a strategic level characterizes these businesses as sustainability-oriented enterprises. Such initiatives are spearheaded by entrepreneurs with a deep commitment to address the substantial challenges of sustainable development through business practices aligned with the SDGs.

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The Role of Globalization for Sustainable Development: Bibliometric Analysis towards Sustainable Resource Management Methods

Waleed Hussain, Ong Tze San, Fakarudin Kamarudin

INTRODUCTION

Globalization is an integral component of the contemporary world and its economic growth. Haque (2002) defined globalization as a means of interconnecting countries, communities, people, and organizations in the monetary, political, societal, and philosophical arenas, utilizing resources such as funds, manufacturing, commerce, and data, which are held and managed differentially by various nations, classes, and institutions. Globalization affects ecological, socioeconomic, and diplomatic facets of countries (Gasimli et al., 2022), and has a positive role in promoting sustainable development in the long run (Sart, 2022). It enhances national dependence through productivity, capital, knowledge, and technological innovation, (Rehman et al., 2021). Globalization is a primary driver of economic development (Mishkin, 2009).

The term sustainable development (SD) has become increasingly popular and is now widely used across disciplines. Various experts, legislatures, and international organizations have interpreted the concept of SD in different ways (Sutopo et al., 2018), leading to a debate about the concept (Gong et al., 2018; Mikušová, 2017). Sustainable development was originally defined by considering three indicators: environment, culture, and economy (Arrow et al., 2012; Law et al., 2022). Overall, development that positively integrates economic, environmental, and community aspects is associated with SD (Barbier, 2016; Minton et al., 2015). Therefore, SD is the main goal for countries worldwide, while the strategies sustaining SD are the driving forces behind economic growth, environmentally friendly activities, and community participation.

To achieve SD objectives, it is vital to integrate these pillars for the overall wellbeing of the community (Sofrankova et al.). National and international authorities are increasingly coordinating shared policies and benefits, expanding on the principles of the millennium development objectives to preserve the planet while enhancing the quality of life for its inhabitants. The United Nations and all its members committed to achieving 17 SDGs by 2030 in 2015. The Sustainable Development Goals (SDGs), designed to tackle economic, social, and ecological challenges were formally accepted by the UN in 2015 (Shuai et al., 2021). Among these issues, the problem of environmental degradation is the most worrisome and is being increasingly debated by scholars (Sanchez Rodriguez et al., 2018). It was highlighted that in 2035, the amount of carbon in the atmosphere will likely double from the pre-industrial level to 556 parts per million if we continue to emit it (Wang et al., 2022). Because of these critical concerns, scholars are increasingly focusing

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AI Supply Chain for Elderly Care: A Case Study in China

Huang Jie, Yee Choy Leong

INTRODUCTION

Ageing is a significant social problem worldwide, but it is more complex and pressing in China. The National Bureau of Statistics of China (NBS) report shows that the country's elderly population, aged 60 and above, has surpassed 280 million, accounting for 19.8% of the total population (NBS, 2022). China has entered the stage of significant demographic ageing.

The ageing process in China is set to intensify and be challenging to reverse, with the population aged 60 and above projected to surpass 400 million by around 2035, accounting for more than 30% of the total population (NHSC, 2022).

Factors such as a decreasing birth rate, increased longevity and the mobility of the population lead to changes in family structures, increasing the demand for specialised elderly care services. In addition, the demand for long-term care is on the rise despite limited health and medical resources. NHSC (2022) reports that the number of professional practitioners in the field of elderly care is less than 300,000.

To address this challenge, the Chinese government has elevated the matter of elderly care to a national strategy. The government has advocated for the development of the elderly care service industry through various policies and measures. For instance, emerging technologies such as mobile internet, big data, and cloud computing are being integrated into elderly care services, to achieve the transformation of the traditional pension model and the industry's supply chain (gov.cn, 2019).

However, despite the rapid progression of the elderly care industry, Intelligent elderly care, as an interdisciplinary field, still faces several challenges, such as low technology acceptance, high supply chain complexity, diversified healthcare needs, and high initial investment and operational costs (Liao et al., 2019). In addition, although big data and artificial intelligence provide powerful tools for Intelligent elderly care, there are still unresolved issues related to data collection and analysis.

The objective of this study was to explore the application of AI in Intelligent elderly care and its potential impact on alleviating human resource shortage, reducing care costs, and improving

5

Visual Analysis of Artificial Intelligence in Supply Chain Management Based on Web of Science

Gong Xiyun, Yee Choy Leong

INTRODUCTION

The emergence of COVID-19 has almost brought the global market to a close standstill, and the pandemic has presented worldwide supply chains with hitherto unheard-of risks and difficulties. About 73% of supply chain experts already plan significant transformations to achieve long-term resiliency in their industry (Knut et al., 2020). Due to the outbreak, the seamless flow of supplies and the increase in production capacity are vital difficulties that these suppliers need to overcome, and rapid prototyping is essential to ramp up certain services and products to relieve supply chain disruptions during COVID-19 (Lynch et al., 2020). Liu et al. (2021) supposes that AI can help mitigate the impact of post-COVID-19 disruption. Similarly, Ahmed et al. (2023) believe blockchain and AI technologies offer supply chain resilience, efficient management, speedier production and delivery of goods and services, and cybersecurity.

Furthermore, Industry 4.0 recommends leveraging new technologies such as AI to create a paradigm shift from traditional manufacturing to automated industrial operations, especially in different parts of SCM. According to estimates, 1.3 billion tons of food produced—or more than $1 trillion in economic value—are wasted each year, 25% of which could be used to feed the 795 million hungry people in the globe. Moreover, 13% of food waste comes from meat spoilage, most of which is caused by perceived faults in traditional technologies such as utilizing non-intelligent systems or manual monitoring (Amani & Sarkodie, 2022). As stated in Sustainable Development Goal (SDG) 12, if AI can be applied, it will boost productivity, lower expenses, and improve responsible production and consumption. From the standpoint of environmental protection, approximately 90% of carbon emissions take place in the supply chains (Shi et al., 2019). Naz et al. (2022) also mentioned that SCM may lead to conflict mineral procurement, electronic waste, human trafficking, or conflict mineral procurement. However, issues in the supply chain can be fixed by effective management inside a framework for operations or marketing (Sanders et al., 2019).

In conclusion, AI technology used in the supply chain sector can assist large and medium-sized businesses in resolving the current crisis in addition offer greater assistance for the post-epidemic period's economic recovery and sustainable growth of the circular economy. At present, the application of AI technology in the SCM is on the cutting edge of the times and has significant research value. This study mainly addresses two purposes:

RQ1. What are the present research trends about AI in SCM?
RQ2. What are the future research directions based on AI in SCM?

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PLANT FACTORY FOOD PRODUCTION SYSTEM: THE SUPPLY CHAIN ANALYSIS AND CONSUMER PREFERENCE IN VEGETABLE MARKET

Aimi Athirah Ahmad, Nadiah Ruza,
Nik Rahimah Nik Omar

INTRODUCTION

Toth et al. (2016) define the food supply chain as encompassing the stages of production, processing, retail, distribution, and consumption. There are challenges to food supply chain in terms of its long production cycles, seasonality, perishability, and the unpredictable nature of quantity and quality. Moreover, fluctuating logistics costs is another challenge in the food supply chain caused by fuel price volatility and policy interventions (Gold et al., 2016).

The process of transforming a food product from its raw form to a prepared dish on the plate is accomplished through a complicated network of processes, actions, and entities. It all starts with the farmer who produces the food. Before being delivered to the processor, this is where the raw food (fruits, vegetables, meat, etc.) is created. The subsequent stage involves the processor or packer, who converts the unprocessed food into the ultimate goods that meet consumer demands. Distributors and retailers serve as intermediaries that facilitate the transfer of food products from growers and processors to retailers and food and beverage businesses, such as restaurants and hotels, via various distribution routes. The customer, as the ultimate recipient, is the final link in any food supply chain, with each supply chain specifically tailored to the customer's nutritional needs.

Food producers commonly experience innovations and enhancements in infrastructure and product processing, which in turn contribute to globalization through improved distribution. The global distribution enables food companies to obtain items at optimal prices, expand into untapped areas, and obtain fresh produce year-round. Nevertheless, the food supply chain has gotten considerably intricate due to globalization and is currently facing significant challenges in fulfilling the increasing worldwide food demand. Therefore, the establishment of a cutting-edge, intelligent, and climate-adaptive food distribution network to guarantee food security is a substantial challenge. Numerous emerging business models have adopted initiatives and circular practices in their food supply chain to reduce waste and contribute to the resolution of this issue. A key technique in fruit and vegetable production is the plant factory (PF).

A PF is an agricultural system that is formed by the integration of many advanced technologies. Utilizing computer technology, the contemporary PF system may be completely automated to meet

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The Effect of Empathy and Perceived Social Responsibility on Sociopreneurial Behaviour of Dairy Cooperatives Leaders in West Java Indonesia

Muhammad Iqbal Arrasyid, Shafie Sidek,
Noor Azlin Ismail, Amaliyah

INTRODUCTION

Social entrepreneurship is creating benefits through innovation and taking risks by involving a section of society in which entire or part of the rewards are given to the same section of that society (Massetti, 2008). Meanwhile, sociopreneurial behaviour (SEB) could be recognised from the substantial impact on society as a result of specific entrepreneurial behaviour conducted by individuals (Mair & Noboa, 2006). Governments worldwide recognise sociopreneurial behaviour for contributing to economic well-being regarding social innovations, job creation and economic growth and development (Nsereko, 2021). However, most prior research on SEB formation is halted at sociopreneurial intention (SEI) partly due to the notion that studying intention is enough to predict actual behaviour (Akter et al., 2020). The theory of reasoned action (TRA) states that intention may change over time, and any measure attained prior to the change is unreliable to accurately predict the actual behaviour (Fishbein & Ajzen, 1975; Ajzen, 1985). This statement is supported by the theory of planned behaviour (TPB); as the extension of TRA, the TPB concluded that the successful performance of social behaviour depends on to what extent a person has control over internal and external factors which may involved in the realisation of an intended action (Ajzen, 1985). In a similar fashion, the entrepreneurial event model (EEM) argues that entrepreneurial intention requires a trigger to be converted to behaviour since it has longer time lags (Shapero, 1982; Krueger & Carsrud, 1993). Therefore, this research concludes that it takes more than studying intention to determine the actual behaviour, particularly in the context of social entrepreneurship.

Meanwhile, smallholder farmers dominate the dairy farming industry in Indonesia by 90% (Priyanti & Sudjana, 2015; Susanty et al., 2017). As smallholders, Indonesian dairy farmers depend on local dairy cooperatives for their farming activities (Susanty et al., 2017). Dairy cooperatives help these farmers' communities in encountering issues of capital, milk productivity, milk quality, farming profitability, supply for animal feed, farming techniques, machinery, land size for shed and natural green forage, and herd size growth (Susanty et al., 2017; Susanty et al., 2020). These organisations act as a safeguard for their smallholder dairy farmer's communities. Therefore, they meet the criteria of social entrepreneurship since the aim of their establishment and their business activities are identified as solving societal problems by providing as many

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User Perception of Mobile Payment: A Comparative Study Of Generation Z Between Malaysia And China

Gao Xuehuia, Saadiatul Ibrahim,
Anuar Shah Bali Mohomed

INTRODUCTION

Payment is an integral part of modern business. With the rapid development of the mobile Internet, payment methods have evolved several times with the change of times and technology. Mobile payments are wireless and other communication technologies to pay for goods, services and bills using mobile devices (Dahlberg et al.,2008b, p.165). Due to increasing Internet coverage and the use of mobile phones, mobile payment has become increasingly a part of people's lives. Mobile payment services brought significant benefits to service providers, giving people access to essential services, promoting consumer convenience, and positively impacted national economies (Thomas,2013).

The rapid increase in payments to mobile consumers and P2P fuels the global growth of mobile international payment services. According to the Statistics Corporation survey (2020), more than a third of Internet users worldwide have used mobile payment services, with the highest rates of use occurring in the Asia Pacific region. North America, the, Middle East, and Africa were ranked second with a mobile payment utilization rate of 29%, respectively. By 2023, it is estimated that there will be 1.31 billion users of proximity mobile payment transactions worldwide. At the same time, an increasing number of traders' worldwide support and plan to support a variety of mobile payment options, and the mobile payment market continues to grow. The next-generation payment technology market like EMV chips, QR codes and NFC/contactless payment systems, also provides various opportunities for mobile payment development.

COVID-19 has a significant impact on the global economy and humans. It changes people's payment habits. The World Health Organization (WHO) recommended in March 2020 that global consumers adopt contactless payment to maintain safe. As contaminated surfaces are dangerous, contactless NFC payments are considered the most hygienic payment, as no physical contact would be required to make a transaction. It drives the increased adoption of mobile payment and is likely to grow after the pandemic. Due to the COVID-19 pandemic, China's adoption of mobile payments increased significantly.

According to a report by the Chinese banking and insurance news company (2020), in the first quarter of 2020, the number of transactions made by mobile payments in China was 22.4 million during the COVID-19 pandemic, up 187% from the previous year. In addition, supported by the

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Roles of Technology Transfer Office (TTO) towards Enhancing Commercialization among Research Universities (RUs)

Mass Hareeza Ali, Roszaimah Muhammad Sapah, Rahinah Ibrahim, Wan Nurhayati Wan Abdul Rahman

INTRODUCTION

With the rising advancement of Industry Revolution (IR) 4.0, any type of organization must create an edge of strategically maintaining their position to sustain and compete in today's insistent environment. Therefore, it is imperative for Malaysia to remain relevant and competitive in this era of digital revolution and the most important competitiveness factor is being innovation-driven. For this purpose, Research Universities (RUs) in Malaysia must stand as the crucial institutions to foster successful technology transfer and enhance regional economic growth through sustainable innovations output. In fact, technology transfer has grown to include technology development, robust startup programs and funding, industry collaborations, and business development. Significant changes in patent laws and standards for licensing university technologies combined with the scope of innovations that are commercialized have also broadened from patentable inventions to innovations and innovative programs that can be commercialized (Pradhan, 2016).

Technology transfer from universities to the industry has long been recognized as a key driver for regional economic growth because the technology produced can foster competitiveness, business innovations, and social development. According to Liew et al. (2013), universities can enhance the effectiveness of technology transfer activities by establishing a clear strategic goal and aligning all their activities toward the direction. Moreover, the commercialization of innovations is considered a prime example of generating the technology impact because it constitutes immediate and measurable market acceptance (Markman et al., 2008). Several universities have established technology transfer offices (TTOs) to diffuse an entrepreneurial culture research, encourage the

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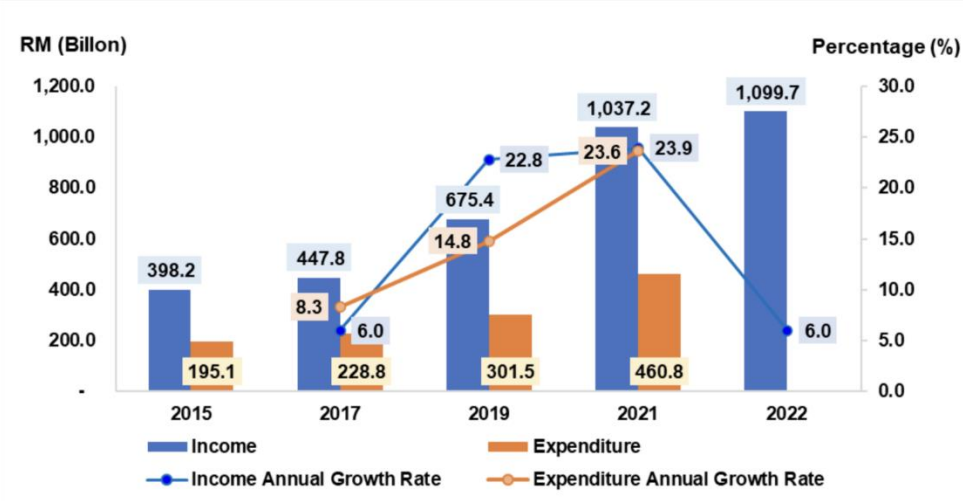
Factors Influencing Customer Satisfaction in the Malaysian Telecommunication Industry

Manisah Othman, Nur Arisya Sukri

INTRODUCTION

The growth of the e-commerce industry in recent years has significantly changed many aspects of existing businesses, including the formation of new businesses with new business models, business opportunities, and business processing methods (Lim, Tuli, & Grewal, 2020; Figure 1). It has also increased customer dependence on digital platforms for various purposes; such as shopping, communication, and entertainment. As the telecommunications industry is at the forefront of digital transformation, it prioritises delivering uninterrupted connectivity and communication. As, such, its success closely correlates with its capacity to adapt to changing customer demands as well as guaranteeing not just dependable and effective services but also cultivating and preserving trust.

Figure 1 The Performance of Commerce in Malaysia between 2015 to 2022.



Source: Department of Statistics Malaysia (DOSM)

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Influencer Live Streaming Strategy and Its Effects on Audiences

Yanning Chen, Meor Rashydan Abdullah, Shafie Sidek, Azmawani binti Abd. Rahman, Jimin Hu, Shengbo Wen

INTRODUCTION

In recent years live streaming has developed significantly and become a marketing strategy tool for many sellers and companies (Tayson, 2022). Compared with website online shopping (in the form of text and pictures), live streaming enables sellers and companies to show their products or services in real-time (Zhang et al., 2020). On the one hand, videos can provide much richer information than text and images. On the other hand, live streaming platforms offer channels for streamers to interact with their audiences in real time (Chen et al., 2019).

The most popular social media platforms in China, such as Weibo and Douyin, have made live streaming easier by elevating it to the cloud (Zhang and Ma, 2021). These platforms help sellers and companies connect with audiences in deeper and more interactive ways (Yu, 2021). For example, sellers and companies can show the appearance and features of the product, and at the same time show how to use it or style it, and even provide customized demonstrations according to the audience requests (see Figure 1). This real-time product demonstration offers more information and an interactive experience compared to the text and image description of the product (Ma, 2021). Thus, reducing the product uncertainty of audiences (Lu and Chen, 2021). Because audiences can easily visualize the products (such as clothes) and infer whether the products are in line with their preferences (Dimoka et al., 2012; Hong & Pavlou, 2014; Li et al., 2021). Individual sellers all over the world are using the rapidly developing technology of live streaming to sell goods, and its products range from apparel and electronics to furniture, jewelry, and food. (Chen, 2017). Besides, live streaming e-commerce provides a large amount of product

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Factors of Social Media Advertisement That Affect Customer Purchase Intention: The Role of Source Characteristics and Celebrity Endorsement

Jimin Hu, Shafie Sidek, Azmawani Abd Rahman, Raja Nerina Raja Yusof

INTRODUCTION

Traditional media has retreated somewhat since the advent of the internet, and this trend will likely accelerate. The advent of the internet increased the popularity of social media platforms such as Facebook and YouTube. It is safe to say that millions of people throughout the world utilize social media daily. In the early days of social media's rise to prominence, its primary function was as a platform for individuals to meet and connect with others, regardless of where they happened to be located in the world (Weller, 2016). However, businesses started taking notice of the site as its user base grew and its commercial potential became clear. Social media marketing appears to be more effective than more traditional kinds of promotion, and it is also easier to use (Kumar et al., 2017; Tuten and Solomon, 2017). This was not lost on the marketing community for one second. Due to the abundance of potential outcomes, it was important to test, analyze, and implement the best marketing strategies. Meme marketing and other forms of marketing innovation were crucial to gaining this early adopter advantage and the timing was also essential for these marketing breakthroughs (Razzaq et al., 2023; Saima and Khan, 2020). To accommodate this change in the media environment, marketers had to make adjustments to their previous strategies. As a result of these shifts, the industry is developing and testing a new model of campaigning. Before now, the marketing industry was mostly immune to social media because it did not contain any commercial content. To get the most out of this innovative marketing medium, it is important to have an understanding of how social media users behave and react, which helps to have a firm grasp on the fundamentals of advertising theory and practice (Osei-Frimpong et al., 2019).