

Hosts:



Co-hosts:



CERTIFICATE OF APRECIATION

No. 234 /RC-CCH/STM-PPM/08/24

Deatri Arumsari Agung
as a Presenter
of Paper Entitled

Factors Determining The Intention To Use Electric Cars In Generation Y And Z: The
Moderating Role Of Perceived Risk on Modified TAM

for

The 5th Asia Pacific Management Research Conference

"Adapting Sustainability Strategies in Business and Management"

21 - 23 August 2024

Pontianak, Indonesia

A.C. Mahendra K. Datu, Ph.D

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FACULTY OF ECONOMIC AND BUSINESS
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PANCA BHAKTI UNIVERSITY

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SCHOOL OF ECONOMICS AND MANAGEMENT,
HANOI UNIVERISTY OF SCIENCE AND
TECHNOLOGY



IRSC

INTERNATIONAL RESEARCHER AND STUDENT CONFERENCE (IRSC) 2023

Sustainability in the New Economy

10 - 11 AUGUST 2023

Tunku Abdul Rahman University of Management and Technology



TARUMT
TUNKU ABDUL RAHMAN UNIVERSITY OF
MANAGEMENT AND TECHNOLOGY

Official Conference Full Name:

International Researcher and Student Conference (IRSC) 2023

Official IRSC 2023 Logo:



Official Address:

International Researcher and Student Conference (IRSC) 2023,
Tunku Abdul Rahman University of Management and Technology, Kampus Kuala Lumpur,
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President, Tunku Abdul Rahman University of Management and Technology

Prof. Ir. Dr Lee Sze Wei's Preface



The 2030 Agenda for Sustainable Development of the United Nations is a shared blueprint aimed at achieving peace and prosperity for the people and the planet, now and into the future by the year 2030. The 17 Sustainable Development Goals (SDGs) at the core of the 2030 agenda are an urgent call for concerted action by all developed and developing countries in a global partnership. Under the 2030 agenda, eradicating poverty and other deprivations must be achieved hand-in-hand with strategies developed to improve the health and education of the people, reduce inequality among the people, and spur economic growth through sustainable development.

The TAR UMT International Researcher and Student Conference 2023 (IRSC 2023), with the theme *Sustainability in the New Economy*, is a dual conference organised in support of the 2030 Agenda for Sustainable Development of the United Nations, consisting of concurrent sessions for researchers and students respectively. With the participation of both researchers and students, the IRSC 2023 will provide excellent opportunities for overseas and local participants to interact, share research findings and explore common values and themes pertinent to the current economic climate, such as sustainability, diversity, inclusivity, and digital transformation, with the goals of building research networks and fostering collaborative relationships that would help channel effort and determination towards the attainment of the United Nations' Sustainable Development Goals by the year 2030.

The IRSC 2023 has received overwhelming support from the University's industry partners. With the strong support from industry partners, the Organising Committee of the conference is confident that the IRSC 2023 would be able to successfully channel effective effort and focus towards the achievement of the critical Sustainable Development Goals under the United Nations' 2030 agenda.

Organising Chairman and Dean, Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University of Management and Technology

Mr Wee Chu Kok's Preface



On behalf of TAR UMT and our esteemed co-hosts, it is my utmost pleasure to welcome you to the e-proceedings of the International Researcher and Student Conference (IRSC 2023) on Sustainability in the New Economy. As the Organising Chairman and Dean of the Faculty of Accountancy, Finance, and Business, I am delighted to present this collection of research papers, showcasing the diverse and innovative ideas that emerged during this significant event.

The theme of Sustainability in the New Economy resonates deeply with the global challenges we face today. Our world is rapidly evolving, and as educators, researchers, and students, it is our responsibility to explore and contribute to sustainable practices that will shape the future. This conference serves as a platform for interdisciplinary dialogue, bringing together scholars, students, and industry professionals from various institutions across the region.

We are honoured to have collaborated with Universitas Tarumanagara, Universitas Kristen Petra, Universitas Katolik Widya Mandala, Universitas Kristen Duta Wacana, Universitas Esa Unggul, Can Tho University, University of Economics - The University of Danang and Heriot-Watt University Malaysia for this remarkable event. The combined expertise and perspectives from these institutions have enriched the conference, fostering an environment of collaboration and knowledge sharing.

The e-proceedings you are about to delve into represent the scholarly contributions of our conference participants. They cover a wide range of topics within the realm of sustainability and the new economy, including sustainable business practices, environmental stewardship, social responsibility, technological advancements, and policy implications. The papers reflect the commitment of our researchers and students to address the pressing challenges of our time and develop sustainable solutions.

I would like to express my sincere gratitude to the organising committee, editorial committee, reviewers, and all the individuals who have contributed to the success of this conference. Your dedication and tireless efforts have played a vital role in ensuring the quality

and rigor of the papers presented here. I would also like to extend my appreciation to the keynote speakers and panellists for sharing their expertise and insights, inspiring us to delve deeper into the theme of sustainability.

I would like to extend my sincere appreciation to our esteemed sponsors whose generous support has made this conference possible. We express our heartfelt gratitude to our Titanium sponsors, ACCA and QNE Software Sdn Bhd, Platinum sponsors, Public Bank Berhad and Zhejiang Financial College, China, and others Gold, Silver and Bronze sponsors for their unwavering commitment to fostering academic excellence and promoting sustainable practices in the field of accountancy, finance, and business. Their support has been instrumental in ensuring the success of this event, and we are truly grateful for their partnership.

I hope that these e-proceedings will serve as a valuable resource for researchers, educators, and practitioners who are dedicated to advancing sustainability in the new economy. May this compilation of knowledge inspire further research, spark transformative ideas, and contribute to the betterment of our society and the world we inhabit.

Thank you for your participation, and I wish you an enriching and rewarding experience as you navigate through the e-proceedings of the International Researcher and Student Conference (IRSC 2023) on Sustainability in the New Economy.

Rector, School of Economics, Can Tho University, Vietnam

Assoc. Prof. Dr Le Khuong Ninh's Preface



Hello all distinguished guests!

We are delighted to welcome all of you to this IRSC conference. As an international conference co-organizer (IRSC), we are honoured to receive all academics, researchers, lecturers, students, and experts from different universities worldwide. The seminar on "Sustainability in the New Economy" promises to bring much helpful academic and practical knowledge.

More importantly, this conference is also an important platform to exchange new ideas, thereby proposing good recommendations in terms of policies and sound business practices for solving problems, the most pressing issue facing our society today.

We want to sincerely thank the organizers for their dedication in organizing this conference. We would also like to thank all the speakers for their contributions and commitment to making this event a success.

Finally, we also hope this workshop and the following seminars will open up new cooperation opportunities between partners, especially the deep cooperation between universities, which will make a fundamental foundation to contribute to the community's prosperity and sustainable growth development.

Associate Director of Research, Heriot-Watt University Malaysia

Dr Ng May Yee's Preface



It is my great pleasure, on behalf of Heriot-Watt University Malaysia, to welcome all of you from abroad and in Malaysia to participate in the IRSC 2023. This is indeed a valuable opportunity for researchers, academics, and experts from various disciplines to present our views, showcase our findings, and network with one another.

As an Associate Director of Research, I have always been asked these questions: "What should I write?" or "How am I going to get funded for research in accounting?" Let's face the fact that SHAPE studies do have difficulty attracting funding. It is difficult, but not impossible. As long as our research contributes to solving real human problems, we will get our fair share of attention. So here we are today; this forum gives us the opportunity to meet and speak to various experts. Let's explore how we could combine AI with human rights, or psychology with economics, or accounting with climate change. We hope to witness the birth of new and interesting ideas at our Conference next year.

I would like to express my gratitude to the team for their excellent coordination in putting this conference together. Given the sheer number of participants, this event would not be possible without a magnificent team of dedicated, meticulous, and experienced individuals. I would also like to thank all the participants for sharing their findings and contributing to the world of knowledge. I hope you will immerse yourselves in this sea of knowledge.

**Interim Rector, The University of Danang - University of Economics,
Vietnam**

Assoc. Prof. Dr Vo Thi Thuy Anh's Preface



It is with great pleasure and immense gratitude that the University of Danang - University of Economics extends its heartfelt appreciation to be a co-organizer of the prestigious International Researchers and Students Conference 2023 (IRSC 2023) hosted by Tunku Abdul Rahman University of Management and Technology (TAR UMT) in Malaysia. This momentous event brings together academia, researchers, and students from around the world to exchange knowledge, share ideas, and foster collaborations in an atmosphere of intellectual growth and innovation.

As one of the leading universities in Vietnam, the University of Danang - University of Economics holds a steadfast commitment to promoting academic excellence, nurturing research culture, and developing a global perspective among its students and faculty members. Collaborating with TAR UMT to co-organize IRSC 2023 aligns perfectly with our university's vision and reinforces our dedication to creating opportunities for intellectual engagement and intercultural understanding.

The University of Danang - University of Economics recognizes the immense significance of international conferences as platforms for knowledge dissemination, intellectual discourse, and networking. IRSC 2023 epitomizes the spirit of academic collaboration and serves as a catalyst for the exchange of groundbreaking research, fostering innovative ideas, and inspiring young scholars and researchers.

We extend our deepest appreciation to TAR UMT for entrusting us with the role of co-organizer for this remarkable conference. This collaboration is a testament to the strong bond and mutual respect that exists between our institutions. We are honored to join hands with TAR UMT to ensure the success of IRSC 2023 and contribute to the promotion of scholarly interactions, academic growth, and global cooperation.

IRSC 2023 provides a unique platform for participants to present their research findings, engage in thought-provoking discussions, and develop cross-cultural connections. The

conference encompasses a diverse range of disciplines, enabling scholars and students from various fields to showcase their work, expand their knowledge horizons, and gain valuable insights from esteemed experts and peers. By actively participating in IRSC 2023, researchers and students will have the opportunity to foster meaningful collaborations, establish lifelong professional relationships, and contribute to the advancement of their respective fields.

At the University of Danang - University of Economics, we firmly believe that international collaborations are vital for fostering innovation, sharing best practices, and tackling global challenges. IRSC 2023 offers a platform where researchers and students can transcend geographical boundaries and cultural differences to address the most pressing issues of our time collectively. It is through such collaborative efforts that we can pave the way for a brighter future and make significant strides towards sustainable development.

In conclusion, we express our deepest gratitude to TAR UMT for inviting the University of Danang - University of Economics to be a co-organizer of the International Researchers and Students Conference 2023. We are honored to contribute to this prestigious event and look forward to welcoming participants from around the world to a truly enriching and intellectually stimulating experience. We extend our warmest wishes to all the attendees, presenters, and organizers of IRSC 2023, and we hope that this conference will foster lifelong connections, inspire transformative research, and leave an indelible mark on the academic landscape.

Rector, Universitas Esa Unggul, Indonesia

Dr Ir. Arief Kusuma Among Praja's Preface



I am delighted to extend a warm greeting to you, your excellent colleagues, and the International Researcher and Student Conference 2023. We are fortunate to have a broad collection of academics, teachers, students, and professionals joining us today from across the globe to share their expertise, perspectives, and experiences.

This conference is a crucial forum for knowledge advancement and idea exchange. It gives us the chance to participate in discussions, debates, and presentations on a variety of subjects, from the most recent research findings to the most important problems affecting our current society. As we navigate through these times of uncertainty, it is even more important that we keep working together and establishing networks across fields and academic disciplines to address the complex issues that our communities face.

I want to express my sincere gratitude to the organizing committee for all their efforts and commitment to arranging this conference together. I also want to express my gratitude to the committee, reviewers, chairman, presenters, and attendees for their efforts in making this event a success. Finally, I wish everyone who attends this conference an enjoyable and rewarding experience that sparks new connections, partnerships, and friendships that will last long after it ends.

Dean, Business Faculty, Universitas Katolik Widya Mandala, Indonesia

Dr Hendra Wijaya's Preface



We give thanks to Almighty God, who has showered his blessings to all of us so that in 2023 TAR UMT International Researcher and Student Conference (IRSC) 2023 is held with the theme of "Sustainability in The New Economy".

The role of digital technology in the new economy era is truly beyond anyone's predictions, including developers and users. In the past, digital technology was seen as a tool for productivity and efficiency. But in recent years, it has become clear that digital technology has the potential to do much more than that. It can be used to improve our health, education, and communication. It can be used to create new jobs and businesses. Also, it can be used to solve some of the world's most pressing problems, such as climate change and poverty.

Of course, digital technology also has the potential to be used for harmful purposes. It can be used to spread misinformation, to create cybercrime, and to manipulate people. That's why it's so important that we use digital technology responsibly. We need to make sure that it is used for good, not for evil.

The Sustainability Development Goals (SDGs) provide a roadmap for how we can use digital technology to create a more sustainable future. The SDGs are a set of 17 goals that adopted by the United Nations in 2015. They aim to end poverty, protect the planet, and ensure prosperity for all by 2030.

Digital technology can play a vital role in achieving the SDGs. It can be used to improve agricultural productivity, to provide access to clean water and sanitation, and to promote gender equality. It can also be used to reduce carbon emissions and to protect biodiversity.

The future of the planet depends on how we use digital technology. We can use it to create a more sustainable future for everyone, or we can use it to destroy our world. The choice is ours.

We welcome participants, students, academics and researchers to IRSC 2023 where we have the opportunity to share knowledge and build networks. Thanks to all parties, especially TAR UMT for giving us the opportunity to co-host IRSC 2023. Hopefully IRSC 2023 can provide benefits to all parties and provide strategic recommendations, especially with regard to Sustainability in The New Economy.

Rector, Universitas Kristen Duta Wacana, Indonesia

Assoc. Prof. Dr Perminas Pangeran's Preface



Welcome to the IRSC Conference!

I feel deeply honored and delighted to welcome you all to this International Conference with the theme of Sustainability in the New Economy. The conference brings together various stakeholders, including scholars, professors, students, and professionals from different countries, to share their knowledge, experiences, and profound insights.

This forum holds immense importance in facilitating the exchange of ideas to gain perspectives from various scientific disciplines on sustainability in the new economy. Through discussions held during this conference, we aim to seek solutions related to sustainability issues. By considering diverse viewpoints, we can develop holistic and innovative approaches to address the complex and challenging aspects of sustainability.

It is crucial to continue this conference forum to foster collaboration and establish a broad international network. Collaboration, both among higher education institutions and across sectors, enables us to enhance the quality of research and extend its impact in realizing humanitarian values. Through close cooperation, we can bring about tangible changes in maintaining the balance of social, economic, and environmental aspects.

With deep gratitude, allow me to express my highest appreciation to TAR UMT for successfully hosting this international conference. The exceptional dedication and collaboration from TAR UMT have been the key to the success of this event. We hope that the close cooperation among universities will continue, bringing positive synergy and fruitful collaboration in our efforts to achieve greater sustainability goals.

To all participants of this event, this conference will be an immensely beneficial experience for all of you. I sincerely hope that you will gain new insights, be inspired, and feel motivated to continue progressing toward building a more sustainable world.

**Dean, School of Business and Management, Universitas Kristen Petra,
Indonesia**

Assoc. Prof. Dr Josua Tarigan's Preface



It is a pleasure to welcome the attendees to the IRSC conference. The purpose of this conference as a platform for participants to interact, share research findings as well as explore common values and themes pertinent to the current economic climate, such as diversity, inclusivity, digital transformation and sustainability, with the goals of building research networks and fostering collaborative relationships. As such, I strongly encourage all participants, to make the most of this opportunity and to take the time to connect, collaborate, and communicate with fellow attendees.

I want to extend my heartfelt gratitude to the organising committee for their hard work and dedication in bringing this conference together. I would also like to thank all the speakers and participants for their contributions and commitment to making this event a success.

In closing, I wish you an enjoyable, memorable, and productive time here at this year's IRSC and look forward to the partnerships that result from your networking and discussions.

**Dean, Faculty of Economics and Business, Universitas Tarumanagara,
Indonesia**

Dr Sawidji Widoatmodjo's Preface



Welcome to the TAR UMT INTERNATIONAL RESEARCHER AND STUDENT CONFERENCE (IRSC) 2023 on "Sustainability in the New Economy." This gathering marks an important milestone in our collective pursuit of a sustainable future, as we come together to explore innovative ideas, engage in meaningful discussions, and foster collaborations that can shape a more sustainable and resilient world. Universitas Tarumanagara has collaborated with TAR UMT since 2019. As co-host of this conference, Universitas Tarumanagara is very honored to have you all in this conference.

In recent years, the global economy has witnessed a profound transformation, driven by the growing recognition of the urgent need to address environmental challenges, social inequalities, and economic instability. As we navigate this evolving landscape, sustainability has emerged as a guiding principle, informing decision-making processes across industries, governments, and academia.

The theme of this conference, "Sustainability in the New Economy," reflects our commitment to examining the intersection of sustainability and the changing economic paradigm. We believe that sustainable practices and principles can no longer be seen as mere add-ons or options for businesses and organizations; they are integral to creating a thriving and inclusive economy that benefits both present and future generations.

Throughout this conference, we aim to explore the multifaceted dimensions of sustainability in the new economy. We will delve into topics such as green finance and investment, circular economy models, renewable energy technologies, social entrepreneurship, sustainable supply chains, and ethical governance, among others. By examining these areas, we hope to uncover transformative ideas and practical solutions that can enable the transition to a more sustainable and regenerative economic system.

One of the primary goals of this conference is to foster collaboration among academics, researchers, policymakers, industry leaders, and sustainability practitioners. We firmly believe that by working together, sharing knowledge, and combining our expertise, we can accelerate the implementation of sustainable practices and drive positive change on a global scale. Through interactive workshops, panel discussions, keynote addresses, and networking sessions, we aim to provide a platform for meaningful dialogue, collaboration, and the exchange of ideas.

We are honored to have an exceptional lineup of renowned speakers, experts, and thought leaders who will share their insights and experiences throughout the conference. Their diverse perspectives and expertise will help us gain a comprehensive understanding of the challenges we face and the opportunities that lie ahead in building a sustainable new economy.

Lastly, we extend our sincere gratitude to all the participants, sponsors, and organizers who have contributed to making this conference a reality. Your enthusiasm, support, and dedication to sustainability have been instrumental in bringing this event to fruition. Together, let us seize this opportunity to advance the discourse on sustainability in the new economy and embark on a transformative journey toward a more equitable, prosperous, and sustainable future.

Have a great and productive conference!

Organising Committee

Adviser	Mr Wee Chu Kok
Assistant Advisers	Assoc. Prof. Dr Chin Mui Yin Mr Koh Kim Siang Mr Tan Ping Foo Dr Chow Poh Ling
Secretariat	Lead: Mr Koh Kim Siang Ms Chan Chui Teng Ms Soo Yoke Lin Ms Low Yong En Ms Ong Shui Shui Ms Sung Suet Phun
Finance	Ms Chin Hooi Khoon
Researcher Conference (2-day conference)	Chairperson: Dr Foo Lee Peng Chief Editor: Prof. Dr Yeo Chu May Proceeding Editor: Prof. Dr Chew Kok Wai
Assistants	Assoc. Prof. Puan Sri Dato' Dr Mary Lee Siew Cheng Assoc. Prof. Dr Phuah Kit Teng Dr Chow Yee Peng Mr Daniel Ooi Boon Yann Ms Lai Chooi Ling Mr Lim Tze Jian
Resources / Sponsorship	Lead: Mr Tan Ping Foo & Mr Johan Lim Kii Geat Secretary: Ms Soo Yoke Lin

List of Reviewers

1. Prof. Dr Chew Kok Wai
2. Dr Chow Poh Ling
3. Dr Chow Yee Peng
4. Dr Foo Lee Peng
5. Mr Johan Lim Kii Geat
6. Dr Kanesh A/L Gopal Rajadurai
7. Dr Koh Chin Wei
8. Dr Ow Mun Waei
9. Assoc. Prof. Dr Phuah Kit Teng
10. Ts. Dr Tan Houng Chien
11. Dr Tay Lee Chin
12. Prof. Dr Yeo Chu May
13. Dr Kamalesh A/P Ravesangar
14. Dr Chee Wei Loon
15. Dr Wong Kok Yaw
16. Mr Ravi A/L Nagarathanam
17. Dr Vincent Woo Ming Wei
18. Dr Yeo Bee Li
19. Dr Ivana Chandra Voo
20. Dr Wong Chiet Bing
21. Pn Norhabibi Aishah Binti Shaiful Bahari
22. Dr Soong Kai Kit
23. Assoc. Prof. Dr Nguyen Tuan Kiet, Can Tho University, Vietnam
24. Assoc. Prof. Dr Vo Van Dut, Can Tho University, Vietnam
25. Dr Shahrudin Yunus, Heriot-Watt University, Malaysia
26. Dr Jeya Santhini Appannan, Heriot-Watt University, Malaysia
27. Dr Tantri Yanuar Rahmat Syah, Universitas Esa Unggul, Indonesia
28. Dr Yanuar Ramadhan, Universitas Esa Unggul, Indonesia

Conference Programme

Thursday, 10 August 2023

Time	Session
9.00 a.m. – 9.30 a.m.	Arrival of delegates Venue: Dewan Tunku Abdul Rahman
9.30 a.m. – 9.50 a.m.	Welcome speech by President Venue: Dewan Tunku Abdul Rahman
10.00 a.m. – 10.50 a.m.	Title: Accounting for a Better World – Professional Accountants at the Heart of Sustainability Keynote Speaker: Andrew Lim (Portfolio Head, ACCA Maritime Southeast Asia) Moderator: Assoc. Prof. Dr Chin Mui Yin Venue: Dewan Tunku Abdul Rahman
10.50 a.m. – 11.40 a.m.	Title: Managerial Risk-Taking and Business Sustainability Keynote Speaker: Prof. Dr Hooy Chee Wooi (Universiti Sains Malaysia) Moderator: Assoc. Prof. Dr Chin Mui Yin Venue: Dewan Tunku Abdul Rahman
11.40 a.m. – 12.30 p.m.	Title: Harnessing Productivity and Sustainability for a Better Future

	<p>Keynote Speaker: Dr Mohamad Norjayadi B. Tamam (Director of Delivery Management Office, Productivity Growth Department, Malaysian Productivity Corporation)</p> <p>Moderator: Assoc. Prof. Dr Chin Mui Yin</p> <p>Venue: Dewan Tunku Abdul Rahman</p>			
12.30 p.m. – 2.00 p.m.	<p>Lunch Break</p> <p>Venue: Dewan Tunku Abdul Rahman</p>			
	Parallel Sessions			
	Session 1	Session 2	Session 3	Session 4
Venue	AA102	AA103	AA107	Auditorium
Session Chair	Assoc. Prof. Dr Le Khuong Ninh	Assoc. Prof. Saarce Elsyne Hatane	Dr Ow Mun Waei	Prof. Dr Lia Amalia
2.00 p.m. – 4.30 p.m.	<p>1(A) Determinants on Green Purchasing Behavior of Generation Y: Empirical Evidence from Can Tho City</p> <p>[Ngo My Tran, Bui Thi Kim Thanh & Tran Buu Hau, Can Tho University, Vietnam]</p>	<p>2(A) Gig Economy and Youth Unemploy- ment</p> <p>[Justina Joseph Jeyaraj, Shyue Chuan Chong, Mui Yin Chin & Lee Peng Foo, TAR UMT, Malaysia]</p>	<p>3(A) The Key Antecedents of Shareholder Activism and Organisational Factors Underpinning Sustainable Reporting Quality: A Systematic Preliminary Review</p> <p>[Amy Yeo Chu May, Loi</p>	<p>4(A) Impulse Purchasing Behaviour Toward Mobile Wallet in Malaysia: A Stimulus- Organism- Response Approach</p> <p>[Jia En Choo & Chia Yen Yang, Xiamen University Malaysia,</p>

2.00 p.m. – 4.30 p.m. (Continued)			Kuong Min & Lim Yoong Hing, TAR UMT, Malaysia]	& Kok Wai Chew, TAR UMT, Malaysia]
	1(B) Environmental Management and Accounting Practices Within Sabah Parks, Malaysia: A Preliminary Study [Janice Ong, Ivana Chandra Voo & Chu Wen Tyng, TAR UMT, Malaysia]	2(B) Women's Investment Factors Driver [Gesti Memarista & Deatri Arumsari Agung, Universitas Katolik Widya Mandala, Indonesia]	3(B) Is Sustainable Crowdfunding More Likely to be Successful? Evidence From Asia [Xingyuan Yao, Zhejiang Financial College, China]	4(B) The Impact of Trust, Enjoyment, and Social Interaction on Loyalty Toward Online Game [Keni Keni & Paul Irfon, Universitas Tarumanagara, Indonesia, & Teoh Ai Ping, Universiti Sains Malaysia]
	1(C) The Role of Career Adaptability in Retaining Health Workers in Class B Hospitals: Lessons from Pandemics [Rina Anindita & Widya Dwi Utami, Universitas Esa Unggul, Indonesia]	2(C) Does Buy- Now-Pay- Later Feature Encourage Impulsive Buying Behavior Among Generation Z Consumers? Evidence From an E- Commerce Platform in Indonesia [Nadila Hingis Maryadi, Wahyudi Wibowo,	3(C) Faculty Retention Amidst Security Crisis: The Case of The Mindanao State University- Main Campus [Abdul Jabbar D. Lucman, Mindanao State University, Philippines]	4(C) Investigating University Students' Green Entrepreneurial Intention: A Pathway Towards Green Economy Transition and Sustainability [Jocelyn Cynara Prayogo, Gracia Ongkowijoyo & Charly Hongdiyanto, Universitas

2.00 p.m. – 4.30 p.m. (Continued)		Gesti Memarista & Purnomohadi Sutedjo, Widya Mandala Surabaya Catholic University, Indonesia]		Ciputra Surabaya, Indonesia
	1(D) Towards Financial Inclusivity for Mental Health Patients: A Bibliometric Analysis on Mental Health Parity [Nurwahida Yaakub, Heriot-Watt University, Malaysia & Aqilah Nadiyah Md Sahiq, Universiti Teknologi MARA Melaka, Malaysia]			4(D) Sustainability Reporting in Indonesia: Challenges and Benefits for Companies [Riris Rotua Sitorus, Universitas Esa Unggul & Si-har Tambun, Universitas 17 Agustus 1945, Indonesia]
6.00 p.m.	Gala Dinner Venue: Sports Complex			

Friday, 11 August 2023

Time	Session			
9.00 a.m. – 9.30 a.m.	Arrival of delegates Venue: Bangunan Tun Tan Siew Sin			
	Parallel Sessions			
	Session 5	Session 6	Session 7	Session 8
Venue	AA102	AA103	AA107	Auditorium
Session Chair	Dr Rina Anindita	Dr Ng May Yee	Prof. Dr Chew Kok Wai	Assoc. Prof. Dr Phan Anh Tu
9.30 a.m. – 12.00 p.m.	<p>5(A) Go Beyond Conventional Ecotourism: A Conceptual Paper on Tourist Eco-Responsible Behaviour</p> <p>[Wong Shuh Fen, Phuah Kit Teng, Ow Mun Waei & Khoong Tai Wai, TAR UMT, Malaysia]</p>	<p>6(A) Digitization in Farming Gateway to Sustainability: A Case Study of Mono Premium Melon, Tropicana Aman, Malaysia</p> <p>[Jeya Santhini Appannan, Heriot-Watt University, Malaysia, Faridah Hanum Amran, Universiti Tunku Abdul Rahman, Malaysia & Yoke Mei Loo</p>	<p>7(A) Diversity, and Earnings Management</p> <p>[S, Patricia Febrina Dwijayanti & Hendra Wijaya, Widya Mandala Surabaya Catholic University, Indonesia]</p>	<p>8(A) The Awareness, Knowledge, Attitude and Practices of Packaging Waste Management of Malaysian Online Shoppers: A Conceptual Model</p> <p>[Tan Siok Inn & Tam Kok Chian, Heriot-Watt University, Malaysia]</p>

9.30 a.m. – 12.00 p.m. (Continued)		Heriot-Watt University, Malaysia]		
	5(B) Role of Sports Integrity in Achieving Sustainable Development [Vivien Wai Yan Ng & Mary Lee, TAR UMT, Malaysia]	6(B) Behavioural Economics on Investment Decision Towards Property Market in the Iskandar Zone, Malaysia [Sook Yen Lee, Shyue Chuan Chong, Mui Yin Chin & Lee Peng Foo, TAR UMT, Malaysia]	7(B) Intrinsic Rewards Influences on Millennial Employees’ Career Choices: An Empirical Study in the Post- Pandemic Era [Fan Xue Li, HELP University, Malaysia & Wong Siew Chin & Lim Chui Seong, TAR UMT, Malaysia]	8(B) Turning Crisis into Opportunities in the New Economy: Revealing Challenges Faced by Female Founders in Indonesia and Their Coping Strategies [Deatri Arumsari Agung & Gesti Memarista, Universitas Katolik Widya Mandala, Indonesia]
	5(C) The Effects of Innovation on Export Performance: The Case of Vietnamese SMEs [Dut Van Vo, Can Tho University, Vietnam]	6(C) An Evaluation of Robo- Advisor Risk Assessment Question- naires in Selected Asia Pacific Economies [Thong Yan Lai & Yee Peng Chow, TAR UMT, Malaysia]	7(C) Five-Factor Model Effect on the Relationship of Customer Satisfaction, Attitude and Loyalty [Hetty Karunia Tunjungsari, Universitas Tarumanagar a, Indonesia & Joana Jaya, INTI International	8(C) Traditional Gastronomy: Antecedents of Purchase Intention [Miharni Tjokrosaputro, Sanny Ekawati & Keni Keni, Universitas Tarumanagara, Indonesia]

9.30 a.m. – 12.00 p.m. (Continued)			University, Malaysia]	
	<p>5(D) Social Support, Role Model, and Passion as Determinants of Student Entrepreneu- rial Intention</p> <p>[Ida Puspitowati & Talitha Mutiara Aristawidya, Tarumanagara University, Indonesia]</p>		<p>7(D) Will the Implementa- tion of Good Distribution Practice (GDP) in the Pharmaceuti- cal Industry Improve Supply Chain Efficiency, Responsive- ness and Optimisation ?</p> <p>[Elishia Po Lynn Loo & Mum Wai Yip, TAR UMT, Malaysia]</p>	
12.00 p.m. – 2.30 p.m.	<p>Lunch Break</p> <p>Venue: Bangunan Tun Tan Siew Sin</p>			
	Session 9	Session 10	Session 11	
Venue	AA102	AA103	AA107	
Session Chair	Dr Hetty Karunia Tunjungsari	Dr Miharni Tjokrosaputro	Ms Tan Siok Inn	
2.30 p.m. – 5.00 p.m.	<p>9(A) How Can We Develop Economic</p>	<p>10(A) The Mediation Effect of Employee</p>	<p>11(A) The Locus Standi Dilemma</p>	

2.30 p.m. – 5.00 p.m. (Continued)	<p>Resilience Among Students?</p> <p>[David Yoong & Mary Lee, TAR UMT, Malaysia]</p>	<p>Learning Orientation and Psychological Empowerment: The Role of Transformational Leaders</p> <p>[Amy Yeo Chu May, TAR UMT, Malaysia, Tay Joo Ye, Win Management Sdn. Bhd., Malaysia, & Felizia Arni Rudiawarni, University of Surabaya, Indonesia]</p>	<p>[Ng May Yee, Heriot-Watt University, Malaysia]</p>	
	<p>9(B) Determinants of Financial Performance from a Stakeholder Theory Perspective</p> <p>[Patrick Owen, Hendra Wijaya & Natalia Kristina, Widya Mandala Surabaya Catholic University, Indonesia]</p>	<p>10(B) Board, CEO and Chairman Foreignness and Environmental, Social and Governance (ESG) Performance among Southeast Asian Firms: A Conceptual Framework</p> <p>[Fong Yew Ong & Kok Chian Tam, Heriot-Watt University, Malaysia]</p>	<p>11(B) The Impact of Job Insafety on Job Satisfaction, Affective Organizational Commitment, Job Involvement and Innovative Work Behavior of Employees</p> <p>[Lia Amalia & Dewi Andriani, Universitas Esa Unggul, Indonesia]</p>	

2.30 p.m. – 5.00 p.m. (Continued)	<p>9(C) Why Do People Pay Taxes? The Study of Internal Aspects of Taxpayers Compliance with Tax Regulations</p> <p>[Dielanova Wynni Yuanita, Christine Novita Dewi & Servatia Mayang Setyowati, Duta Wacana Christian University, Indonesia]</p>	<p>10(C) The Role of Entrepreneurship Education and Self-Efficacy: The Entrepreneurial Interest Comparison</p> <p>[Lydiawati Soelaiman, Ida Puspitowati & Richie Riant Chandra, Universitas Tarumanagara, Indonesia]</p>	<p>11(C) The Impact of the Sharing Economy on Sustainable Development in Vietnam</p> <p>[Truong Anh Quoc, Nguyen Tat Thanh University, Vietnam]</p>	
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Session 8
8(B)

Turning Crisis into Opportunities in the New Economy: Revealing Challenges Faced by Female Founders in Indonesia and Their Coping Strategies

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Abstract: Further research is still required to fully understand the unique challenges and barriers that women entrepreneurs have to deal with during the pandemic in the context of Indonesia. There is a need to devote further attention to women entrepreneurs' complex strategies to deal with unforeseen circumstances and disasters, particularly in Indonesia. The study aims to provide valuable insights into how female founders in Indonesia turn crisis into opportunities in the new economy. The qualitative research approach was used because it is appropriate to use a multi-case study approach to investigate how the COVID-19 crisis has affected women entrepreneurs. The data was gathered through in-depth interviews with nine female founders in Indonesia. Six main challenges and barriers were consistently mentioned during the interviews. These are (1) financial issues, (2) mental health and family issues, (3) poor communication both internally and externally, (4) fierce competition on online channels, (5) declines in consumer spending, and (6) lack of market information and market disruptions. Further, there are four primary business model building blocks that most respondents adjusted significantly. These are (1) key activities, (2) key resources, (3) customer segments, and (4) channels. This paper argues that business model pivot is the number one solution, as perceived by female founders in Indonesia, to survive the pandemic crisis and eventually take advantage of the newly generated opportunities. This research will add to the diversity of academic literature in the context of women's entrepreneurship. From the managerial perspective, one of the implications of this study is to boost women entrepreneurs' sustainability, especially in the new economy. By applying the pivot concept as a crucial tool for overcoming adversity, our study broadens the current understanding of strategic responses to crises.

Keywords: Women entrepreneurs, COVID-19, Business model, Pivot

1. INTRODUCTION

In the face of sustainable development goals, women's entrepreneurship has an essential role that is increasingly significant. Approximately 36.5 billion USD and 34.6 billion USD, respectively, were contributed to Indonesia's GDP in 2015 by small enterprises owned by women, per data from the Indonesian Ministry of Cooperatives and MSMEs (Hendratmi et al., 2022). Women entrepreneurs contribute to the three pillars of sustainable development by protecting local resources, fostering diversity in various industries, and utilizing local labor to boost social capacity, which promotes growth and development and economic benefits (Al Qahtani et al., 2022). However, data from the Global Entrepreneurship Monitor shows that

more than half of women entrepreneurs serve retail trade sector which is fiercely competitive and considered as one of the most fragile in sectors in economies (Manolova et al., 2020). In spite of that, previous studies indicate many ways to support women entrepreneurs' sustainable livelihoods, in terms of external factors such as facilities and incentives by the governments and private enterprises (Ge et al., 2022), networking (Matharu & Juneja, 2021), digital platforms (UN Women, 2020), and internal factors as well such as crisis management skills (Mahat et al., 2021), and self-actualization (Afshan et al., 2021).

Women entrepreneurs and their businesses around the globe are experiencing a sudden shock and severe impact as a result of the COVID-19 crisis. Mustafa et al. (2021) argued that the pandemic is viewed as an exceptional occurrence in history which are significantly and adversely impacting their business profits. Further in the study, some women entrepreneurs were even forced to depend on their savings during the lockdown since their sales were completely gone. In addition, women spent even more time on domestic tasks during the pandemic than they did before (Popović-Pantić et al., 2020) as they are expected to hold the main responsibility for taking care of families due to lack of resources for eldercare and childcare especially in the absence of school (OECD, 2020). Women entrepreneurs must also contend with norms that favor motherhood, inferiority to their husbands, and restrictions on getting around, particularly in developing countries (Rahayu et al., 2021). Further in the study, given that women entrepreneurs are left "triple blind," struggling with issues relating to human, financial, and social capital, they should get ongoing support to help them manage their enterprises especially during and after the epidemic hit. It is difficult to achieve sustainability in the new economy without eliminating the paternalistic perspective of the society. The participation of women in the entrepreneurial sector must be urged in a systematic manner (Banerjee, 2020). Literatures has attested to the fact that, in order to address such a crisis, it is urgent to identify challenges and discover coping strategies, especially in developing countries. Recent studies revealed a number of underlying challenges that women entrepreneurs experienced while running their companies during the lockdown. One research discussed the four main issues such as a decline in household income, a change in lifestyle, and deteriorating mental health during the lockdown (Mustafa et al., 2021). Meanwhile, another study highlighted barriers to women's entrepreneurship, including paternalistic social structures, a lack of market knowledge, and time constraints or duality-role issue between work and family (Mashapure et al., 2022). In addition, the most persistent obstacles for women entrepreneurs according to previous research (Al-Qahtani et al., 2022) include adverse societal perception, lack of resources, and arduous regulatory requirements.

Regardless of these hurdles, the pandemic gave rise to fresh business prospects for women entrepreneurs, including the opening of new potential markets, the development of new products, and an increase in internet sales (Popović-Pantić et al., 2020). The pandemic has presented an unheard-of chance to reevaluate the conventional growth strategies in favor of more sustainable ones (Mukherjee et al., 2020). In order to maintain the sustainability of women entrepreneurship, academic studies are required to develop solutions to deal with the pandemic circumstances and their influence on women entrepreneurs' sustainable livelihoods (Hendratmi et al., 2022). In spite of the many obstacles, women entrepreneurs continue to thrive through personal factors namely education, competencies, family support; organizational factors such as strong management team and purpose-driven mindset; and business environmental factors including technology and government supports (Deatri, 2022). Women have been cultivating an attitude of achieving perfection in order to be recognized and accepted by society for years (Agarwal et al. 2020). Previous research showed that women entrepreneurs are capable of turning obstacles into possibilities, demonstrating their excellent

business acumen (Cho et al. 2020). Through different forms of government supports as well as by launching new ventures or pivoting existing ones, women entrepreneurs demonstrate their ability to succeed (Manolova et al., 2020). COVID-19 circumstances posed an uncompromising situation, yet women entrepreneurs maintained a positive outlook on growth through business adaptability and execution of strategic modifications (Afshan et al., 2021).

According to Matharu and Juneja (2021), approximately half of women entrepreneurs adopted different strategies to help them survive the pandemic crisis, such as launching new goods and services, boosting online sales, and exploring new potential markets. Manolova et al. (2020) suggested that in order to survive, it was critical to cut expenses while also pivoting to take advantage of the crisis's new economic prospects. Further explained in the study, COVID-19 resulted in the immediate commencement of the low-touch economy sectors affected by the lockdown and major interruptions in supply chains across the globe, which affects the supply side of business models worldwide. While on the demand side of business models particularly in Indonesia, COVID-19 led to abrupt rises in demand for certain products such as healthy food and digital services. The study discovered that women entrepreneurs pivoted their business models by switching their strategies to focus on to a new business model. They emphasized on their existing resources and capabilities, and look for possibilities to use them in new ways (Manolova et al., 2020).

Against this background, the current research seeks to contribute to the extant literature in at least two ways. Firstly, we seek to explore business challenges and barriers during the pandemic, as perceived by female founders particularly in Indonesia. Secondly, by adopting a qualitative approach, this study provides new insights into developing effective strategies that allow female founders to cope with the impacts of COVID-19 pandemic. At the same time, this study contributes to the existing theory by the inclusion of new fractions of knowledge from the experience of female founders during the COVID-19 pandemic.

2. STUDY AIMS AND PROBLEM STATEMENT

Researchers have suggested that women entrepreneurs have to deal with numerous challenges and barriers during the pandemic (Al-Qahtani et al., 2022; Mahat et al., 2021). At the same time, further research is still required to fully understand unique challenges and barriers in the context of Indonesia. Furthermore, while prior research acknowledges factors that contribute towards the survival of female founders during the pandemic in Indonesia (Deatri, 2022), there is a need to devote further attention to figure out the complex strategies employed by women entrepreneurs to deal with unforeseen circumstances and disasters, particularly in Indonesia (Rahayu et al., 2021). The transition toward technology entrepreneurship in the new economy has had some long-lasting implications on how enterprises are run, and it may be necessary to take a more strategic approach to cope with any crises (Afshan et al., 2021). The basic assumptions as the foundations of the existing business models were immediately toppled as business certainty disappeared. It paved the way for new assumptions and called for a thorough rethinking and radical pivoting of established business models (Manolova et al., 2020). Hence, there is an ongoing call to understand to what extent business models have been transformed to cope with pandemic's challenges in Indonesia.

From the managerial perspective, one of the implications provided by this study is to boost women entrepreneurs' sustainability especially in the new economy. This objective of the study is to provide valuable insights into how female founders in Indonesia turn crisis into opportunities in the new economy, with the help of interviews under the case study research

design. To meet this objective, the following research questions are proposed:

- RQ1: What are the most prevailing challenges and barriers during the pandemic as perceived by female founders in Indonesia?
- RQ2: What are the strategies and mechanisms employed by female founders in Indonesia? To what extent business models have been transformed for coping with the pandemic crisis?

The rest of this paper is outlined as follows. Section 3 delineates the methodology used in this paper, primary data analysis approaches, and participants' demographics. Section 4 provides the results and related discussions, based on in-depth qualitative research that provides behavioural insights and analysis on specific challenges and coping strategies employed by female founders in Indonesia. Section 5 concludes the paper.

3. RESEARCH METHOD

The qualitative research approach was used because it is appropriate to use a multi-case study approach, specifically semi-structured interviews, to investigate how the COVID-19 crisis has affected women entrepreneurs. Through the use of the semi-structured interviews, researchers were able to investigate the phenomenon, learn the issue, and provide insights into the various experiences of the participants. It also helped the interviewer and interviewee in developing trusting relationships that allowed them to share information about a specific issue (Creswell, 2007). Participants in the study underwent online interviews because of the ongoing COVID-19 pandemic. To analyze the data, thematic analysis was employed. Each case was written in a story format, from which we were able to deduce the themes, in order to observe and research the opinions and experiences of women entrepreneurs during COVID-19. This exploratory study tries to address the research question by using a qualitative research approach. It was intended to have thorough information on the COVID-19 pandemic's effects on women entrepreneurs in developing countries.

The data was gathered through in-depth interviews with nine female founders in Indonesia. For qualitative research that is not needed to be statistically representative, a small sample is often chosen, according to prior studies. The snowball approach and purposive sampling were used to target women entrepreneurs as respondents. The researchers began by contacting female founders whose company information was available on LinkedIn and in online news sources. By asking participants to propose more respondents, the initial four respondents are contacted through recommendations, and more participants are contacted using a snowball strategy. However, there were reliability and validity requirements that the chosen respondents had to meet. The selection criteria included:

- Respondents are founders or co-founders in their companies;
- Respondents are currently CEOs;
- Respondents started out the company either before or in the beginning of the pandemic.

Open-ended interview questions are used to gather data because they provide respondents the ability to express their ideas about their experiences and supports along their entrepreneurial journeys. Face-to-face, online, and video recordings were used for all interviews. On average, the interviews lasted 55 minutes. General questions such as "Can you tell me more about your start-up?" and "Tell us about your typical daily activities" were asked at the start of interviews. "How many hours do you work in a day or week?" More questions were asked on the involvement of family and other external parties such as the government, investors, and incubators, as well as important competencies, success factors, obstacles, and strategies for

growing their start-ups during the epidemic. Their assistance was thanked and appreciated after the interview.

Validity was ensured by asking respondents to review their transcripts. When observations from several case studies are combined with video-audio recordings of interviews and document analysis, the reliability and validity of the study are increased (Yin, 2009). After manually coding the transcripts, an information coding matrix was built. In qualitative research, data credibility and reliability are also ensured by triangulating or collecting data from multiple sources for cross-checking (Riege, 2003), as well as by published information of respondents' success stories from the internet and social medias. Triangulating the interview data by collecting both primary and secondary data enabled the study's conclusive, reliable, and valid findings to be reached (Hewapathirana, 2011). The demographic information of the respondents has been presented in Table 1.

Table 1. Respondents' Information

Case study	Type of Industry	Education	Start as an Entrepreneur	Marital Status	Children	Proportion of Women Employees
1	Beauty	Post-graduate	2010	Married	2	80% (out of 130 full-time employees)
2	Biotechnology	Post-graduate	2019	Married	1	72% (out of 78 full-time employees)
3	Consulting	Post-graduate	2020	Married	1	80% (out of 8 full-time employees)
4	Consumer Goods	Post-graduate	2018	Married	1	83% (out of 12 full-time employees)
5	Education-tech	Post-graduate	2010	Married	2	80% (1 full-time employees)
6	Education-tech	Graduate	2015	Married	1	95% (out of 53 employees)
7	Education-tech	Graduate	2018	Single	-	60% (6 full-time employees)
8	F&B	Graduate	2010	Married	2	70% (out of 70 full-time employees)
9	Fashion	Graduate	2014	Married	-	85% (out of 18 employees)

4. FINDINGS AND DISCUSSION

4.1. Findings

The women entrepreneurs shared a number of different critical challenges in managing their businesses during the lockdown period of COVID-19. Each respondent devised specific strategies for their business to survive and even thrive. Most of them acknowledged that the pandemic had opened doors to new markets and other business opportunities; however, there was an urgent need to pivot business model, particularly during lockdown.

Participant 1 shared that the main challenge due to the pandemic crisis was when her company's revenue depleted around 60% that year, not to mention pending payments from clients, which created a worse cash flow problem than ever before. Offline events as the major revenue driver were all canceled throughout the year. The lockdown policy forced her and the team to work from home, making it much more difficult to perform their tasks and achieve their targets, especially when building customer engagement. On top of that, the rise of online sales due to the lockdown has created fierce competition with the rapid growth of influencers on social media. Nonetheless, mental health and family issues became prominent among

employees, deteriorating the team's dynamic and, eventually, their productivity. She made strategic moves by pivoting her business model by switching from offline events to virtual exhibitions. Moreover, she managed to speed up the ongoing plan of tapping into e-commerce and other digital transformation efforts. It is evident that the strategic actions have brought changes to the business model. On demand side, they now serve fully online customers, delivering the same values through a more focused channel. On the supply side, their key activities have also changed. Moreover, she mentioned that cutting expenses were strongly needed to avoid salary-cut and layoffs. Another significant move was to focus more on improving employees' motivation, particularly by offering additional health care benefits.

Participant 2 shared that the first challenge that came to the surface at the beginning of the lockdown was poor communication through online media. What made it harder was that the start-up was just built, and everyone was still figuring things out while keeping up with their investors' demands and expectations. On top of everything, the pressure of the pandemic apparently negatively influenced people's attitudes, even towards the C-levels. She admitted that she felt high pressure as a leader, mainly to deal with demanding investors and declining market trends; not to mention the difficulties in forecasting the market in the next few years, since economic recovery is still unseen. Changing market trends during the pandemic also caused a clash between the C-levels and the investors due to different perspectives on predicting the new market trend. The government also takes part in the constant change of business environment through their changing regulations and the absence of COVID-related technology and infrastructure, which are essential for the company to take action. Mental health and demotivation have also become prominent issues that damage the company's problem-solving ability.

The primary strategy that she revealed was to pivot immediately. As a start-up in the biotechnology industry that initially focused on the beauty sector, the company has all the resources to create COVID tests. She managed to bring the pivot strategy into success through strong collaboration with the government and private institutions. To manage the investors, she focused on finding the middle ground between investor and their expectations by introducing a new COVID-related product and a unique campaign to boost sales. Also, she mentioned that in times of crisis, it is recommended to create short-term alternative strategies instead of holding onto one long-term strategy. Last but not least, she talked about adjusting the business model to expand customer segmentation and change key activities.

Participant 3 shared that maintaining communication with the team has become a serious challenge during the lockdown. It adversely affected the organization's learning curve, especially when the company had just started. Typically, she has to deal with demanding investors while responding to rapidly changing market needs. The company focused on building a solid brand presence; therefore, educating the market and delivering the value that suits the pandemic was challenging.

Pivoting business model was done on the demand side, primarily by balancing the revenue stream between B2B and B2C segments. In order to do so, she focuses on boosting digital marketing to attract the target market more effectively. She also stated that improving people's motivation is critical, especially during the lockdown. This is done through better human resource management, including increasing the fees of the key partners responsible for delivering value to their customers.

Participant 4 shared that poor internet connection has become the most significant challenge

since her start-up is in the digital service sector. The target market is spread across the country, covering big cities and rural areas; therefore, unstable internet connection becomes a severe threat. Typically, the efforts to build customer engagement became complicated. On top of everything, the lockdown caused their revenue to plummet to nearly zero, forcing her to pivot their business model.

On the demand side, she changed the value proposition entirely from a transportation digital service into an edu-tech service. The company was still targeting the same market segment hence taking advantage of the existing customer database; however, the service delivered differed. She created product diversification by focusing on customers' needs.

Participant 5 shared that right after the lockdown, the edu-tech industry, where she was, was turning into a red ocean instantly. Competitors were emerging rapidly. Consequently, finding partners who perceive that the existing revenue model needs to be more competitive is getting more difficult.

Pivoting business model was done by evaluating B2C segment and expanding to B2B segment. The pricing strategy for both segments was adjusted to strengthen the revenue model. Moreover, she planned on expanding the customer segment to B2G market. Similar to the other respondent, she mentioned that in times of crisis, it is recommended to create short-term alternative strategies instead of holding onto one long-term strategy.

Participant 6 shared that she faced the same challenge regarding more aggressive competition in the edu-tech industry, both local and foreign companies. Moreover, her many products were imitated by emerging competitors. The rapidly changing social media algorithm also challenged her social media strategy. Another challenge was when her students had to share devices with their parents, who could not work from home. Amidst this dire situation, she struggled to maintain her mental health throughout the lockdown.

The primary strategy was strengthening her online presence, especially in social media. It is evident that the influence of social media had become significant towards brand exposure, especially during the lockdown, when people were forced to stay at home for a prolonged period. Also, she adjusted her business model by focusing on specific online classes. The key activities of her business shifted to improving user engagement through more unique promotional videos. In order to win the competition with foreign companies, she strengthened the local context of her products and services to suit her customers better. Also, to tackle the device-sharing situation, she delivered asynchronous sessions and, at the same time, optimising the technology and platform used. Pivoting business model was also done by expanding services and channels and changing the pricing strategy. She added that it is best to be agile in times of high uncertainty.

Participant 7 shared how the pandemic has opened a vast opportunity for company growth due to people's increasing awareness of healthy food. However, she acknowledged that there was a conflicting role as a CEO and a mother due to the lockdown and school-from-home policy, not to mention the difficulties of finding a housekeeping assistant during the pandemic. Furthermore, it was very tricky to forecast the market trend and to determine long-term strategy.

She stated that downsizing and cutting expenses were immediately done since they were indispensable. Moreover, key activities of the company were shifted to proactive promotion,

notably to boost healthy instant products for stay-at-home kids. Offline market segments were strengthened by optimising the local store chain; another opened the door to immense sales growth while expanding the e-commerce segment.

Participant 8 shared that the biggest challenge was collapsing business revenue due to the nature of the fashion industry in the face of the pandemic. She also found building a network and finding new potential business partners very challenging. Since online platforms have become very hectic, producing digital marketing content and analyzing its impact on revenue is a big challenge. Developing new products with fewer employees requires too much work in the operational area.

Her strategy mainly focused on maintaining positive cash flow by downsizing her crew and prioritising orders with advance payment. She focused on improving operations and overall production and supply chain system to cut more expenses. It was perfect timing at that time since operations were going very slowly. Additionally, she evaluated human resource management and financial areas to comprehensively assess operations for a better and more sustainable business. Moreover, product diversification was prioritised to better suit customers' shifting preferences during the pandemic. In doing so, she focused on strengthening the value proposition regarding product design.

Participant 9 shared that despite the accompanying challenges, the pandemic is a blessing in disguise for her company. At the beginning of the lockdown, poor communication with her teams made things difficult. However, responding to the rising opportunity, she took advantage of the momentum of the pandemic in maximizing the effort to educate the market about sustainable lifestyles and eventually boost sales. She also managed to invest in building the team. The company focused on holding online events that cover an even larger audience to maintain steady revenue. Last but not least, the company has launched COVID-inspired new products to the potential market. It is evident that even when the pandemic brings new opportunities, it is crucial to respond with business model adjustments, including expanding online channels.

4.2. Discussion

Out of nine respondents, three suffered from plummeting revenue due to a significant decline in consumer spending. Five respondents faced severe financial issues, particularly cash flow problems. Some of them acknowledged that the plummeting revenues mainly caused the issue. This finding is consistent with previous studies (Hughes et al., 2022; Mustafa et al., 2021) as consumers cut spending in the initial stages of the pandemic crisis, and consequently, entrepreneurs began having difficulty paying their bills. Further, poor communication was perceived as the main challenge by six respondents. They struggled to brainstorm with their team effectively, and managing customer relationships became complicated. Externally, it took more work to build a new network to find potential partners. Moreover, some respondents found it tricky to maintain communication with their investors. Next, five respondents had difficulty due to a lack of market information and disruptions. This finding is also consistent with previous studies (Hughes et al., 2022; Mashapure et al., 2022; Al-Qahtani et al., 2022), where it became difficult to forecast market trends. Furthermore, four respondents mentioned that mental health and family issues have become very significant and eventually adversely affected the productivity and capability of their organizations to solve problems and execute strategies. This finding is supported by previous studies (Hughes et al., 2022; Mustafa et al., 2021). Lastly, four respondents found that competing on online channels as the result of

pivoting the business model was very challenging due to rapidly emerging competitors and substitutes for their products and services. The following section will discuss the answer to the second research question.

Business model pivoting includes changing the supply side consisting of key partners, key resources, key activities; or changing the demand side consisting of value proposition, customer relationships, channels, customer segments; or changing the way we create profit through cost structure and revenue model (Christensen et al., 2016). The findings show that at least three of the nine business model building blocks were adjusted significantly by each respondent as the primary strategy to respond to the crisis. Almost all respondents acknowledged that their key activities were changed. In addition, almost all respondents updated their key resources regarding digital technology and ICT use. The third and fourth building blocks most respondents adjusted significantly are the customer segments and channels. In summary, all nine building blocks of the business model were affected simultaneously for all respondents, each in a distinctive manner according to the nature of the business and the type of primary challenges encountered. These findings corroborate previous studies (Sanasi & Ghezzi, 2022; Morgan et al., 2020; Manolova et al., 2020) that suggested the importance of business model pivot to survive and further take advantage of the crisis's new economic prospects.

5. CONCLUSION

5.1. Synthesis of the research

This paper aims to provide valuable insights into how female founders in Indonesia turn crisis into opportunities in the new economy, with the help of interviews under the case study research design. To have a structured flow of research in the investigation process, this goal is specified into two research questions. Data collection of the qualitative study is primarily conducted through in-depth semi-structured interviews with nine female founders in Indonesia.

Answering the first research question – What are the most prevailing challenges and barriers during the pandemic as perceived by female founders in Indonesia? There are six main challenges and barriers that consistently mentioned during the interviews. These are: (1) financial issues, (2) mental health and family issue, (3) poor communication both internally and externally, (4) fierce competition on online channels, (5) declines in consumer spending, (6) lack of market information and market disruptions. Answering the second research question – What are the strategies and mechanisms employed by female founders in Indonesia? To what extent business models have been transformed for coping with the pandemic crisis? All nine building blocks of the business model were affected simultaneously for all respondents, each in a distinctive manner according to the nature of the business and the type of primary challenges encountered. However, there are four primary business model building blocks that most respondents adjusted significantly. These are: (1) key activities, (2) key resources, (3) customer segments, and (4) channels.

In conclusion, this paper argues that business model pivot is the number one solution to survive the pandemic crisis, as perceived by female founders in Indonesia. Regardless of the stage of the organization, new start-ups or existing firms, a successful approach that should be promoted is pivoting in the face of exogenous shocks such as the pandemic, to take advantage of the newly generated opportunities. This particular view contradicts the previous study (Morgan et al., 2020). This paper's findings suggest that despite not knowing how long the crisis-related

conditions would last, businesses were pressured to act quickly (Sanasi & Ghezzi, 2022); therefore, pivoting should be executed immediately. Further, the findings of this paper corroborate previous studies about how organizations may strive in the face of such unforeseen shocks by pivoting and changing their strategy (Sanasi & Ghezzi, 2022; Morgan et al., 2020; Manolova et al., 2020).

5.2. Research implication

This research will add to the diversity of academic literature in the context of women entrepreneurship. The findings of this study are especially useful for other female founders, who lead SMEs and start-ups in particular, to survive the pandemic. We also offer some implications for all women who are drawn into entrepreneurial acts. From the managerial perspective, one of the implications provided by this study is to boost women entrepreneurs' sustainability especially in the new economy. Although the ongoing COVID-19 crisis inspired much of the analysis of this paper, the implications of the recommendations are far-reaching. By applying the concept of pivot to serve as a crucial tool for overcoming adversity, our study broadens the current understanding of strategic responses to crises, in order to promote businesses sustainability in the new economy.

5.3. Limitations and recommendation for future research

There are some limitations to be considered for future study. First, only one founder was interviewed to build each case study; hence, more respondents, such as the other co-founders or management team members for each case study, are needed to achieve better data reliability. Second, the examined industries are limited to biotechnology, FMCG, education technology, consulting, and fashion. Further, the possible recommendations are also twofold. First, future research can focus more on studying the impact of business model pivot in the long term, particularly as we get to the end of the pandemic. Second, future research can develop the conceptual framework to include the other actors of a local and regional, or even national start up ecosystem.

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