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The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries

The Impact of New Technologies and Entrepreneurship on Business Development

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Islam Elgedawy
Editors

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The Impact of New Technologies
and Entrepreneurship on Business
Development

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Foreword

The present business environment has been tumultuous due to the emerging new challenges resulting from innovative development and disruptive technology. Consumer demands for innovative products and services have urged business fraternity to be responsive and resilience in combating those new requirements.

The Fourth Industrial Revolution is characterized by the combination of physical and digital technologies, such as analytics, artificial intelligence, cognitive computing, machine learnings and the Internet of things (IoT). This would certainly impact the companys' business direction, the future industries, the customers, the employees and the society at large. The advancing technologies are bringing about social changes and economic development. As such, organizations are required to adapt to the new environment and strengthen their strategies despite the risk and uncertainty in the environment. New business integration strategies must be leveraged to ensure companies continue to sustain.

To anticipate the rapid change, education is set forth to be more innovative in offering the future ready curriculum. As such, education organizations and scholars are expected to be malleable and creative in designing new curriculum that embrace new technologies, integrating strong entrepreneurship values, fostering positive values and socio-emotional skills throughout the curriculum in order to produce quality and competent future human capitals that are ready to serve the future industries.

It is a privilege for the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, to co-publish this book in promoting the excellent and cutting-edge research by scholars from around the globe. I trust, this book would benefit many parties and be able to inspire everyone in developing buoyant strategies that gives positive impact and consciousness to sustain in any endeavor.

Roselina Ahmad Saufi

Preface

In today's globalized environment, the process of creation and development of business became more and more challenging and complex. Entrepreneurial actions and advanced technology are the most important features of the recent developed economies and ones of the factors contributing to business development. Countries became more connected by and through technology, gadgets, and continuous and intense technological development, the business environment and the trajectory traveled by entrepreneurs to create a more competitive business environment. Innovation has become vital everywhere and business managers should always be prepared to find out new innovative solutions and ideas, so that, can maintain the sustainability of the business in the current and future competitive business environment. New technology refers to the use of computing machines, artificial intelligence, big data, deep learning, game-based learning, information technology, management information system, accounting information system, knowledge management and devices to store, capture, manipulate and retrieve shared knowledge. Therefore, the integration between modern technology, entrepreneurship and business should be well managed so to provide a wide range of high quality and competitive products and services in societies, especially in developing countries. The objective of this book chapter is to conduct a review, examine, analysis and discussion relating to the importance and the impact of new technologies on the development and sustainability of a business in developing countries in the context of economic diversity.

This volume constitutes the refereed proceedings of the International Conference on Business and Technology (ICBT 2020) organized by EuroMid Academy of Business and Technology (EMABT), held in Istanbul, between November 14–15, 2020. The ICBT 2020 partners and supporters were: United Business Institutes—Belgium, AACSB Accreditation—USA, Universiti Malaysia Kelantan—Malaysia, National University of Life and Environmental Sciences of Ukraine—Ukraine, ARCIF Analytics, E-MAREFA—Jordan. In response to the call for papers for ICBT 2020, 245 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 151 papers were selected for inclusion in the conference proceedings.

The ICBT 2020 proceedings contains one hundred and fifty-one chapters by the authors from thirty-six countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a double-blind peer review process; hence bestowing Fourteen themes:

- I. Implementation of artificial intelligence, IoT and innovative.
- II. Sustainable finance, innovation and business uncertain situations.
- III. Marketing, E-commerce and social media.
- IV. Supply chain quality management practices and blockchain technology.
- V. Tourism, technology and hospitality and health care services.
- VI. Fourth Industrial Revolution implementation of artificial intelligence and FinTech for growing business success.
- VII. Public administration and digital economy.
- VIII. Entrepreneurship, start-up and business success and social implications.
- IX. Corporate finance and accounting.
- X. Islamic economics and finance.
- XI. Corporate social responsibility.
- XII. Business management, HR and business success.
- XIII. Education management, technology, smart universities and Covid-19 impact.

These chapters are reflecting quality research contributing theoretical and practical implications, for those who wise to apply the technology within any business sector. It is our hope that the contribution of this book will be of the academic level which even decision-makers in the various economic and executive level will get to appreciate.

Finally, we express our sincere thanks to the plenary speakers; Prof. Olaf Weber from University of Waterloo—Canada, Prof. Khaled Hussainey from University of Portsmouth—UK, Prof. Timothy Mescon from AACSB International—USA, Prof. Roselina Ahmad Saufi from Universiti Malaysia Kelantan—Malaysia, Prof. Munira Aminova from United Business Institutes—Belgium and Prof. Suliman Hawamdeh from University of North Texas—USA.

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