Preface

INTRODUCTION

The book presents a rich collection of chapters exploring state of the art, new and emerging topics, challenges and success factors in business, big data, innovation, and technology in Asia. It will explore how innovative technologies and business practices can provide solutions for global challenges and companies. The book emphasizes empirical studies and case studies in Asia. It aims to be an international platform to bring together academics, researchers, lecturers, decision makers, policy makers, and practitioners to share new theories, research findings, and case studies, to enhance understanding and collaboration in business, disruptive innovation and technology in Asia.

The book will explore the role of strategic disruptors and major trends and challenges in companies, organizations and economies in Asia and how they can contribute to the creation of new business opportunities, jobs and growth towards a greener and more inclusive and resilient societies and economies. The interesting studies and examples focused Bangladesh, China, India, Indonesia, and Pakistan, to name a few, will help readers to develop a better understanding of the complex dynamics in this region of the world.

The target audience of the book is mainly professors in academia, deans, heads of departments, directors of masters, students (undergraduate and postgraduate level), politicians, policy makers, corporate heads of firms, senior general managers, managing directors, information technology directors and managers, libraries, etc.

CONTENTS OF THE BOOK

The book consists of a collection of 19 chapters that discusses relevant topics for the Asian businesses, economies and societies.

Chapter 1 titled "*Analysing the State of Sector-Specific CSR Reporting: Evidence from Pakistan*" (by Muzammal Khan, University of the West of Scotland, Great Britain) provides "an understanding of trends in corporate social responsibility reporting (CSRR) practices in Pakistan since the introduction of voluntary reporting guidelines in 2009 by the Securities and Exchange Commission Pakistan (SECP) and their updating in 2013. Quantitative content analysis was applied to CSRR for the Chemicals, Oil and Gas, Banking, Cement and Manufacturing industries in Pakistan. The results were benchmarked to the guidelines issued on social and environmental aspects by the SECP. It was found that the reports issued by the highly polluting industries such as oil and gas, cement, and chemical industries reported

significantly higher levels of information than the other sectors. The results indicate the appropriateness of industry-specific reporting and suggest, in line with local guidelines, that further standardisation is required to level the playing field of CSRR in Pakistan".

Chapter 2 titled "*The Institutional Impact and Community Perception Implementation of Food Security Policy on Poverty Reduction: Case of Food Self Sufficiency Village Programme, Indonesia*" (by Muhamad Rusliyadi, Polytechnic of Agricultural Development Yogyakarta Magelang, Indonesia) states that "Indonesia has established various types of agrarian policies in line with poverty reduction initiatives. Various policies on poverty reduction schemes that have been implemented before were not successful because many of them lacked sustainability. Most strategies on the activity of the programme called for direct assistance to the unfortunate. The Food Self-Sufficiency Village Programme (Desa Mandiri Pangan) gives support financially and offers intensive assistance to the community. The principal targets of the programme are to empower the community, alleviate rural poverty and sustain food security at the village level. Active institutions play a very important role in supporting the DMP Programme. There were institutions in the village sites before the introduction of the DMP Programme, such as the village leader, village councils, farmer groups, rice milling units, a village health station unit, a school, a mosque, a church, private lenders, village shops and traders".

Chapter 3 titled "*Institutional Role and Assistance Service Analysis on Food Security Policy Case in Indonesia*" (by Muhamad Rusliyadi, Polytechnic of Agricultural Development Yogyakarta Magelang, Indonesia) explores "the role of institutional, sources of funding/assistance, source information in term of food security and extension policy. The result of the research shows the information on problematic areas in policy implementation with respect to food security and extension policy in term of poverty reduction. The role of the institutional, assistance and source information is useful in the implementation of other policy sectors in the future, because similar issues or problems may be avoided by taking precautions not to repeat the same mistakes or by applying measures which address the implementation issues. In this way policy implementation can be carried out effectively and the outcomes will meet the policy objectives".

Chapter 4 titled "*Food Security Policy Analysis of Household Level: Case of Food Security Village Programme in Indonesia*" (by Muhamad Rusliyadi, Polytechnic of Agricultural Development Yogyakarta Magelang, Indonesia) studies "food self-sufficiency village program at household level in Indonesia. The Before and After Analysis food and security composite analysis at household level used as tools. It involved comparing the implication and impact between indicators before and after the implementation of policy. Quantitative data were used to compare major indicators and qualitative data for minor indicators. In general, the impact of the DMP Programme on the villages was positive. The level of poverty in each village has been significantly reduced by 8-40% after the introduction of the Programme. Composite food security analysis at household level shows the positive impacts of DMP Programme implementation. This is shown by several indicators, including the rise of 4-7% availability, reduction in poverty by 8-40%, and decrease in people working fewer than 15 hours per week by 10-20%".

Chapter 5 titled "*Human-Centered Design to Enhance the Usability, Human Factors, and User Experience within Digital Destructive Ecosystem*" (by Heru Susanto, The Indonesian Institute of Sciences, Indonesia) affirms that "human-centered design is an approach that focuses on involving the end user throughout the product development and testing process which can be crucial in ensuring that the product meets the needs and capabilities of the user, particularly in terms of user experience and safety. The structured and iterative nature of human-centered design can often be a challenge for the design team when faced with the necessary, rapid, product development life cycles associated with the competitive-

ness in the industry. In ensuring that the needs of the user are taken into account throughout the design process whilst also maintaining a rapid pace of development, and its rationale before outlining how it was applied to assess and enhance the usability, human factors, and user experience within Destructive Digital Ecosystem Era. We encouraged a system approach such as human centered design for prevention on further damages being done on data breaches through the application of each steps of the process".

Chapter 6 titled "*Active Social Listening and its Impact on Firm Strategies: Study of Indian Context*" (by Som Sekhar Bhattacharyya, National Institute of Industrial Engineering, India; and Neenu Neenu, National Institute of Industrial Engineering, India) states that "due to the present customer voice in a digital world, keeping a watchful eye on what customers were expressing on social media, became a necessary firm imperative. For this study, the authors found that rather than, using FGDs and survey research, digital tools like the applications of social media listening could serve as a valuable platform for gathering insights about a firm's latest strategy. This could be complemented by the existing channels of feedback. This research study focused on customer perspective. Data was collected from Indian consumers and social media handling experts regarding social listening based upon a semi structured open-ended questionnaire. The data collected was content analyzed based upon thematic content analysis. Customer voices were reading majorly complaints and compliments followed by advocacy. This helped to comprehend how well firm managers aligned and helped in getting insights regarding marketplace reflections for assessing a firm, its products and its brands".

Chapter 7 titled "*Demonetization and Movement towards Digital Cashless Indian Economy- its Macroeconomic effect*" (by Rajib Bhattacharyya, Goenka College, Kolkata, University of Calcutta, India) considers that "one of the greatest painful, un-stabilizing self-imposed macroeconomic blows on the Indian economy occurred in the absence of a short term crisis when the government decided to announce a major change in the macroeconomic environment by demonetizing the high value currency notes – of Rs 500 and Rs 1000. These two denominations ceased to be legal tender from the midnight of 8th of November 2016.The reasons offered for demonetization are two-fold: one, to control counterfeit notes that could be contributing to terrorism, in other words a national security concern and second, to undermine or eliminate the "black economy". It has also been a step forward towards a digital cashless economy. In this study an attempt is being made to present a discussion on both the short and long run effects of demonetization. It attempts to throw light on the impact of some macroeconomic variables- GDP, sectoral composition, industrial production, inflation, employment using secondary time-series data".

Chapter 8 titled "*Augmenting Human Resource Proximity Plumbing Cybernation*" (by Anant Deogaonkar, Shri Ramdeobaba College of Engineering and Management, India; Sampada Nanoty, M S University Vadodara Gujarat, India; Archana Shrivastava, Jaypee Business School, JIIT University, India; and Geetika Jain, Amity University, Noida, India) states that "the expeditious proliferation of Artificial Intelligence in the mainstream has rejigged the simplest processes of the various sectors in the most efficient way. With the advent of the era of cybernation, the work culture has been curbed with the timely developments and upgradation of the technology. Cybernation has propelled the growth of every respective sector of the vast corporate diaspora with time. The main aim of the cybernation being that of smoothening the complex, bulk tasks which exploit mass human energy, has seen much success in its purpose so far. But certain domains of the corporate diaspora still await the technological transformation of their respective processes. The effect of cybernation on the business acumen of futuristic Human Resource leaders, working in the rapid concurrent era of disruptions, without losing the human touch, will carve the future Human Resource structure. Therefore, the intent of this chapter is to study the detailed implications of automation, digitalization and cybernation in the domain of Human Resource".

Chapter 9 titled "*Huawei, China and Ideological Tensions in the 5G Telecommunications Platforms*" (by Bruno Mascitelli, Swinburne University of Technology, Australia and Mona Chung, North China university of Technology, China) proposes that "while the covid 19 pandemic has captured the attention of the geo-political agenda throughout 2020, pushing the Huawei controversy off the front pages of the news, the hysteria and suspicions around Huawei providing their lower cost telecommunications equipment to western nations reached new crescendos in the move towards 5G communication platforms. The purpose of this chapter is to examine the recent series of escalating tensions between Huawei and western nations. While there was a first run of tension with the 4G networks, it was to be repeated with the preparations for the 5G telecommunications platforms. Alongside this expansion was the parallel development of geo-political tensions between China and western powers. This included ongoing tensions over the South China Sea, Taiwan's relationship with China, the Hong Kong issue, the trade war with the United States and general diplomacy between China and the West. The chapter seeks to provide the likely result on how these tensions would be resolved".

Chapter 10 titled "*What are the Leading Bank-Specific and Macroeconomic Factors Influence Islamic Banks Performance? New Evidence from MENA Countries*" (by Mosharrof Hosen, Universiti Tunku Abdul Rahman, Kampar Campus, Perak, Malaysia) proposes that "despite the proven sustainability and growth of Islamic bank during the financial crisis period, many scholars criticise the current performance of Islamic banks. Therefore, policymakers are continuously getting worried due to inconclusive finding of different research related to Islamic bank profitability. To shed the light of raising concern, this study investigates the issue from considering both macroeconomic and bank-specific factors. The annual cross-sectional data has been collected from forty-six Islamic banks in ten selected MENA countries over the period 2015-2019. The standardized pooled ordinary least square (OLS) approach's finding revealed that bank size, capital adequacy, GDP and inflation has a significant positive impact on Islamic banks' return on asset, but asset quality has no significant effect on ROA. In contrast, most of the variables have an insignificant effect of ROE. Investors, financial analysts and policymakers will get benefits from this study's results to secure their investment by successfully controlling the above-mentioned leading factors".

Chapter 11 titled "*Disruption and Innovation Trends in The QSR Industry: Perspectives Drawn from India*" (by Gaurav Nagpal, Kanika Dawar, Srutadipta Roy Choudhury and Tanmay Singh, Birla Institute of Technology and Science, Pilani, India) affirm that "The QSR (Quick Service restaurants) industry in the emerging economies such as India, is undergoing a wave of disruption and re-engineering. Many global brands in QSR food servicing have resorted to technology and innovation in one or more aspects of their value chain in order to maintain leadership positions in a market that is facing some fast-growing competition from various channels, especially with the penetration that service aggregators like Zomato, Swiggy and Uber Eats have managed to gain. This study aims to establish a general direction towards which the QSR industry is progressing in India by examining not only the current trends in India but also the trends that are prevalent worldwide and which have the potential of diffusion to emerging economies like India".

Chapter 12 titled "*The CSR Performance and Earning Management Practice on the Market Value of Conventional Banks in Indonesia*" (by Saarce Elsye Hatane, Amadea Nathania Pranoto, Josua Tarigan, Josephine Alexandra Susilo and Ang Jonathan Christianto, Petra Christian University, Indonesia) presents a study that examines "the effect of the components of Corporate Social Responsibility (CSR) and earnings management on market value, measured using Tobin's Q. CSR is measured by using KLD Index, while earnings management used discretionary loan loss provision. The GMM-SYS (generalized method

of moment system) dynamic panel data method is employed to examine the research framework on conventional banks listed in Indonesia Stock Exchange. Among six components in CSR disclosures, only corporate governance, environmental and product disclosures which favorable for bank's market value. Furthermore, earnings management had a positive impact on market value. Empirical result indicated that CSR functions as a part of banks' strategic move in order to survive the highly dynamical business environment. Since CSR inflicts additional costs for the company, they must perform CSR efficiently while maintaining a strong relationship with shareholders. This study contributes to CSR and financial management literatures by finding the nature of CSR effects as future strategic investment".

Chapter 13 titled "*Retailing in Indonesia: A Deeper Look into The World's Growing Market*" (by Adilla Anggraeni and Ayuphita Tiara Silalahi, Bina Nusantara University, Indonesia) explores retailing landscape in Indonesia. According to the authors, "the retail sector itself can be considered to be one of the most promising in Asia due to the high number of populations, growing middle class, higher purchasing power and shifting spending habits. The discussion revolves along the state of online and offline retailing in Indonesia, including the current trends and discussion of luxury retailing. The technological advancement was proven to have shifted how people do retailing activities. The chapter discusses he trends in luxury retails as well as the challenges facing luxury retailers doing business in Indonesia, which may include counterfeiting. Counterfeiting is one of the prevailing issues in Indonesian retailing behaviours, targeting consumers who are aware that they have indeed purchased counterfeited items".

Chapter 14 titled "*Automation of VAT System: A Pathway of Domestic Resource Mobilization*" (by Biplob Kumar Nandi, East West University, Bangladesh; Md. Humayun Kabir, East West University, Bangladesh and Nandini Roy, University of Dhaka, Bangladesh) state that "the automated tax system has been taken as an effective tool for modernizing the tax system. The automated tax system can easily store all types of reported income, and it makes the tax submission procedure easy and convenient, resulting in reducing the compliance cost. The main objective of this chapter is to explain the necessity of an automated value added tax (VAT) system for raising domestic resource mobilization and how automation can be a better alternative to finance sustainable development goals projects. The secondary data was collected from the National Board of Revenue, Bangladesh. This study explains that the entire VAT system's automation can reduce the taxpayers' incentive to evade tax by reducing the tax compliance and taking bribes of tax officials. In sum, automation of the tax system would ultimately be pragmatic tax reform for the financing in the SDG projects".

Chapter 15 titled "*An Overview of Emerging Technologies in Indian Retail Industry*" (by Nilesh Kumar, Amity University Jharkhand, India) states that "with the arrival of several new players, Indian retail has become one of the most dynamic and fast industries. The advancement in technology, internet, engineering, many retailers are adopting and using the internet of things, Big Data technology, RFID, and other technical software and programs to enhance customer experience, customer engagement through which retailers are improving efficiency. In particular, many customer-oriented Internet of Things technologies, such as augmented reality, smart shopping carts, smart displays, and RFID tags, are expected to change the way customers experience retail shopping. For this study the secondary data has been explored and studied like The purpose of this article is to study how emerging technologies like big data; IoT implementation is transforming organizational practices and thereby generating potential benefits in the retail industry.

Chapter 16 titled "*Innovative Technology and Human Resource Management*" (by Sachin Soonthodu, Garden City University, India; and Susheela Shetty, Brindavan College, Bangalore, India) affirm that "technology plays crucial role in inclusive growth of modern human management system. Recruitment,

hire, training, retain, workplace administration and optimizing workforce environment are the major functions of Human Resource Management. Adopting innovative technology within the organisation enables the managers to accumulate and deliver the information as well as communicate with employees more effectively. India, as one of the developed countries is successfully integrating technology in human resource management system, to ensure market driven product and service development. Technology makes job easy, at the same time it threatens the job market by reducing the human resource requirement to perform particular tasks. An effective human resource management should have the ability to integrate technology and the human resource for the better development of an organisation. This theoretical study focuses on various technologies adopted by the Human Resource Management to make the workplace effective and highly productive".

Chapter 17 titled "*Consumer Perception and Purchase Intention towards Refurbished Smart Phones A Circular Consumption Perspective*" (by Nishant Kumar, Amity University, India and Divya Mohan, Delhi Institute of Advanced Studies, India) states that "circular economy is a global economic model focuses to transform linear consumption in a circular system by minimizing waste and preserving the cost of materials. Refurbishment can be useful to recover value from old products, and to minimize waste. Based on the insights from literature a deductive research approach has been used to examine consumer understanding about refurbished smart phone and their purchase intention. A survey based on barriers, perceived risk and benefits associated with refurbished phones was conducted. Multiple analyses of variance was employed to identify the effect of demographic parameters on refurbishing dimensions. Multiple Regression was used to identify prominent predictors in determining purchase intention towards refurbished products. Study demonstrates fine level of awareness among people about refurbished phone and also they link it to environmental benefits. Major concern among consumer was performance issue and financial risk involved in purchasing refurbished smart phones. Financial benefits are key aspect behind promoting refurbished".

Chapter 18 titled "*Women Managers and Generations: A study of obstacles*" (by Kanchan Chandar Tolani, Shri Ramdeobaba College of Engineering and Management, Nagpur, India; Pritam Bhadade, Shri Ramdeobaba College of Engineering and Management, Nagpur, India; Kavita Patil, Dhanwate National College, Nagpur, India and Archana Shrivastava, Jaypee Business School, Noida, India) proposes that "the number of women in organizations is increasing in most countries but the representation of women in managerial positions is still disproportional. The percentage of women in leadership position globally records to only 29%. Grant Thornton annual survey 2019 reveals that India still ranks the fifth lowest in having women in managerial roles. Thus, though diversity at work is increasing, the number of women in the boardroom level is still less. The main reason for this is the hurdles and obstacles that women managers face. The current paper studies the various obstacles faced by women managers. Also, it takes into account the role of generation and aims at comparing the hurdles faced by women managers belonging to Generation X & Y. The study is undertaken with special reference to the banking sector. Major Findings reveal that there is a difference in obstacles faced by women managers belonging to Generation X and Y".

Chapter 19, titled "*Perceived Tourist Harassment in Tourist Destinations: A Study of Southern Coastal Belt of Sri Lanka*" (by Shamila Rasanjani Wijesundara, Uva wellassa university, Sri Lanka and Athula Gnanapala, Sabaragamuwa University of Sri Lanka, Sri Lanka) state that "tourism is a fast growing industry in the world. Many developing countries have recognized the economic contribution of the tourism industry towards to country, therefore, it has been included as an integral part of their development strategies. Sri Lanka continues to use tourism as one of the income earning strategy of

its nation. At present, a huge tourism development is continued while accepting severe issues occurs itself like tourist harassment. The nature of the harassment is differed from destination to destination and this study mainly aims to identify the harassment occurred in tourist destination in Sri Lanka. The study carried out in Southern coastal belt, considering foreign tourists as the sample to the study. A pre tested questionnaire was distributed among 600 foreigners to collect primary data for the study and 530 questionnaires were valid for the analysis. The collected data was analyzed through exploratory factor analysis which the result revealed major six types of harassment happen in Sri Lanka as a result of tourist consumption process throughout the vacation".

Patricia Ordóñez de Pablos
University of Oviedo, Spain

Miltiadis D. Lytras
American College of Greece, Greece & Effat University, Saudi Arabia