

**INTERNATIONAL JOURNAL OF
ENTREPRENEURSHIP AND
MANAGEMENT PRACTICES
(IJEMP)**
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**DIGITAL TRANSFORMATION OF THE LEADERSHIP AND
ENTREPRENEURSHIP CONCEPTS OF TYT TUN SERI SETIA
(DR) HAJI MOHD ALI BIN MOHD RUSTAM IN THE ERA AND
POST PANDEMIC OF COVID-19**

Mohd Hafizuddin Mejah¹, Mohammad Ismail², Siti Amaliya Mohd Radyi^{3*}

¹ Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia
Email: mohdhafizuddinmejah@gmail.com

² Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia
Email: mohammad.i@umk.edu.my

³ Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia
Email: amaliya.mr@umk.edu.my

* Corresponding Author

Article Info:

Article history:

Received date: 30.10.2024

Revised date: 14.11.2024

Accepted date: 19.12.2024

Published date: 30.12.2024

To cite this document:

Mejah, M. H., Ismail, M., & Radyi, S. A. M. (2024). Digital Transformation Of The Leadership And Entrepreneurship Concepts Of TYT Tun Seri Setia (Dr) Haji Mohd Ali Bin Mohd Rustam In The Era And Post Pandemic Of Covid-19. *International Journal of Entrepreneurship and Management Practices*, 7 (28), 484-495.

DOI: 10.35631/IJEMP.728034.

Abstract:

Based on the technological sophistication in the field of information technology today, the digitization aspect also experiences the same increasing tendency in the need to meet the demands of general development today. According to TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam in terms of leadership and entrepreneurship, with the world's population expected to reach 8.6 billion in 2030, the current development of technology predicts that 50 billion electronic devices will interact with each other. This shows that the number of devices that will communicate is greater than the number of people. Related tools from the internet and also the information that causes the emergence of the latest wave of technological sophistication that is also known as IR4 or industrial revolution 4.0 in the technology of the era of digitization transformation. Now, in human life today based on internet network connections in making a very rapid development. In a developed country that continues to record the achievement and development of proactive and trendy digitization communication for and meeting the needs of the people based on daily affairs and giving a positive effect to the science of economic development, increasing innovation and science that will also drive the economic growth of the country's competitiveness. Therefore, this research explores the digital transformation of leadership and entrepreneurship concepts demonstrated by TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam during and after the Covid-19 pandemic. The study employs a qualitative approach, specifically utilizing in-depth

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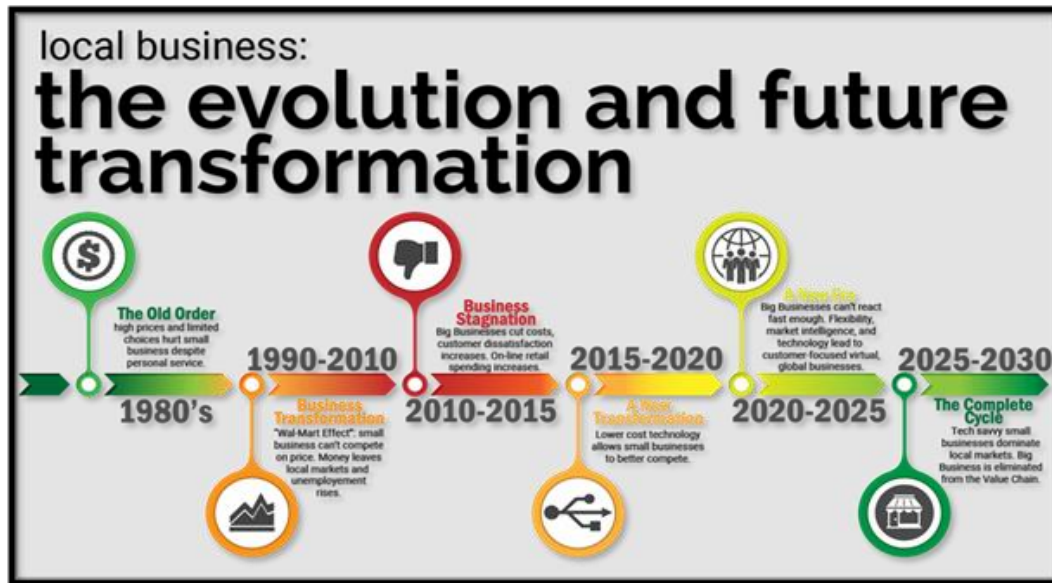
interviews to gather comprehensive insights. The result of this study is that the transformation of digitization is a paradigm shift where it affects each other with the application of digitization and integration in all areas of human life including aspects of leadership and entrepreneurship.

Keywords:

Digitalization Transformation, Entrepreneurship, Leadership, Covid-19 Pandemic, Technology.

Introduction

The development and progress of information technology since the end of this period has affected most aspects of society's life. In the era of globalization, the use of internet facilities among the community and the emergence of various devices and applications has led to the unification of the world's population in a world or virtual space that is often referred to as cyber-space where a world or place where people can communicate, meet and interact in various social interactions nor an online enterprise. Based on the progress of society in the field of information and communication technology, the aspect of digitization is also developing equally to meet the demand that is in line with the development of society. According to TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam (2022), with the world's population expected to reach 8.6 billion in 2030, the current development of technology predicts that 50 billion electronic devices will interact with each other. This shows that the number of devices that will communicate is greater than the number of people. These interconnected devices generate big data and knowledge leading to the emergence of a new wave of technology known as the Fourth Industrial Revolution (Industry 4.0) and the era of digitization transformation. In this digital age, almost all of human life is linked to communication through the internet network which makes it grow very rapidly. Developed countries continue to record the achievements and development of digital communication that is very progressive and sophisticated for the convenience of its people in daily affairs, in addition to having a positive impact on economic development and increasing innovation and knowledge that will also drive economic growth of the country's competitiveness.



Sources from Eddie Mouton (2018) Access from <https://www.linkedin.com/pulse/local-business-evolution-future-transformation-eddie-mouton/>

Figure 1: Development and Progress in Digital Transformation

The above figure explains about transition from the 1980s to the early 2020s, the traditional retail landscape in the United States underwent significant transformations. The 1980s saw thriving small businesses providing high levels of service, forming the bedrock of local communities. However, high prices and limited choices led to a shift in the 1990s as giant companies like Wal-Mart entered local markets, driving many small businesses out due to their inability to compete on price. While costs decreased and product choices expanded, this led to money leaving local markets and rising unemployment, causing community stagnation by the 2010s. From 2015 onwards, dissatisfaction with big business and the advent of advanced, user-friendly technology allowed small businesses to offer personalized service and compete effectively. By 2020, flexible small enterprises began leveraging information technology to dominate local markets, offering a personalized approach that big businesses couldn't match. By 2025, small businesses had transformed into tech-savvy "virtual" entities, dominating local distribution and shifting the balance of power to consumers and resellers. The cycle was completed by 2030, with small businesses using technology to eliminate inventory obsolescence and ensure fast delivery, while behemoth retailers were eliminated from the value chain.

Consequently, as reported by Bernama (2022), TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam has urged the government to speed up the digitization process in an effort to transform the state of Melaka into a technologically smart city. He also suggested that the state government should conduct a study on the potential of Malacca to become a high-tech agricultural industry hub to supply food sources and reduce food imports, as the industry has great potential to contribute to Malacca's GDP. However, Shafi & Mohtar (2021) stress that the understanding of digital technology among entrepreneurs, especially rural entrepreneurs, is a big issue because most of them do not yet have sufficient competence in the field. Yet, outperform of that, Sanina et al., (2024) had stated that the digital government important to improve resource management efficiency, encompassing natural resources, and foster sustainable, inclusive economic growth, social development, and environmental protection.

This is evident when most national governments have implemented digital government initiatives to improve service delivery, improve communication with citizens, and address various public concerns Castro & Lopes (2022). Therefore, the transition to the digital and gig economy is important, with the state government needing to encourage the development of this sector that offers various income opportunities, especially to the young.

Digital Transformation

Definition of Digital Transformation

Digital transformation merges personal and corporate IT environments, driven by technologies like social, mobile, analytics, cloud, and IoT (SMACIT) (Ziyadin et al., 2020). It integrates digital technologies with business processes in the digital economy, enhancing ventures' performance and reach. According to TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam (2022), digitization transformation is a change related to the application of digital technology and integration into all aspects of human life and society. Changes in lifestyle, social economy and human daily activities towards using digital technology applications have caused many people's daily lives to depend on the digital technology available today. Among the digitization transformations that are most often associated with human life is the digital economy where most economic sectors today use digital technology as a tool or method to manage, control, compete and find markets with a changing business environment produced by customers demand and technology (Westerman et al., 2014; Ziyadin et al., 2020). For example, digital transformation in human life today is such as internet banking, e-commerce, e-wallet, e-government portal and others where all these networks are often used in human daily life.

Function of Digital Transformation

Every tool, hardware, equipment and software created by humans has its own function. The main purpose is to ensure that the development of technology continues to increase and at the same time accelerate the digitalization transformation. Through digitization transformation it makes human life easier (Hassani et al., 2021). For example, people no longer need to go to the Bank to withdraw money, transfer money from one account to another, as well as paying bills, dealing with government departments, etc. can all be done with the fingertips and anywhere quickly, quickly and simple.

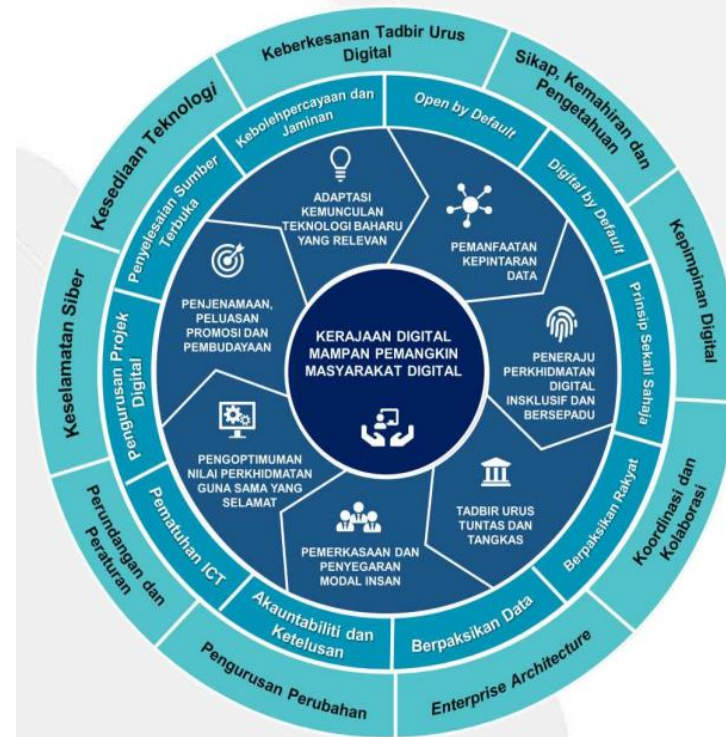
TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam (2022) also explained that from an economic point of view, the increase in the use of the digital economy in Malaysia is becoming noticeable. It is because the community has started coming to use the service of transportation and food delivery applications. A drastic shift to this service because it helps more in facilitating daily activities. In addition, with the increase in the number of e-wallet companies that appear every day such as Touch 'n Go (TNG), Boost and Grab, everything has been simplified for business activities, public and private sector management. Through the application provided by the company, users no longer need to carry a lot of money to make payments, all transactions involving money can be done easily, quickly and safely.

TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam (2022) said again when the country was hit by the Covid-19 epidemic. The spread of the pandemic has seen how important digital transformation is. In most countries, during the period of movement control, economic activity is driven by e-commerce, working from home and food delivery services

ordered online. In addition, there is a contact tracing application that can help curb the spread of the virus while also allowing businesses to continue operations. The importance of digital transformation extends beyond helping businesses remain competitive in the market but also have significant environmental, societal, and institutional implications (Kraus et al., 2021). Other than that, Chen & Kim (2023) stated that digital transformation significantly enhances innovation in non-state-owned enterprises (non-SOEs), non-high-tech enterprises, and non-heavily polluting enterprises. It helps bridge the gap between different types of firms. Outperform the digital transformation giving huge benefit to the business and company, a study by Castro & Lopes (2022) had shown that e-government development positively impacts a country's sustainable development, encompassing economic, social, and environmental progress, particularly in developing and transitioning economies.

Based on the ICTSA 2018 report, due to the digitalization transformation, the digital economy's contribution to the national economy continued to grow to RM267.7 billion in 2018, a growth of 6.9 percent (2017: 9.8%). Most of the countries that are investing in the digital economy are aiming to ensure that they become more inclusive, efficient and innovative and able to take advantage of digital technology. Several developed countries have introduced long-term strategies and initiatives to reap the benefits while protecting the country from the risks of the digital economy. Likewise in Malaysia, the government through the existing ministries has launched a digitalization strategic plan to ensure that the public sector continues to be empowered with digital technology.

Figure 2 below illustrates on how the sustainable digital government catalyse the digital of society. It describes the aspiration to create a government that operates entirely digitally in a sustainable way. This digital government aims to be the main driver in developing a competitive and innovative digital society, where digital technology is widely used to improve people's lives, improve government efficiency, and promote economic development. The below figure illustrate clearly on 7 Core Strategic, which become the main element that supports the implementation of the Digital Government vision, serving as a guide to ensure the continuity and effectiveness of government initiatives in achieving digitalization goals that include aspects such as improving digital infrastructure, cyber security, community involvement in the use of technology, innovation in public services, digital capacity development, collaboration between the public and private sectors, as well as the provision of policies that support the digital economy. In implementing digitization initiatives, 10 Guiding Principles that include openness, transparency, inclusivity, transparency, efficiency, security, continuous innovation, focus on users, collaboration, and social responsibility become the main guide to ensure that every step taken is in line with the larger objective and achieve the desired success. Furthermore, 9 enabling ecosystems in that figure, which involve strategic components such as sound technological infrastructure, strong supplier networks, support from local authorities, policies that support innovation, access to funding, relevant education and training, as well as strategic partnerships between the public sector and the private sector, play an important role in supporting the success and sustainability of digitization initiatives, ensuring their effective implementation and providing a positive impact on society.



Sources from <https://www.malaysia.gov.my/portal/content/31286>

Figure 2: Public Sector Digitalisation Strategic Framework 2021-2025

Methodology

The methodology used in this study follows a qualitative research approach, using in-depth interviews as the main data collection method. This interview provides a detailed and nuanced view of the subject. This study specifically features an interview with TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam, which serves as the main source of primary data. In addition, content analysis was used through the literature review, helping to contextualize the findings and draw connections to existing knowledge. Interview transcripts were analyzed using thematic analysis, which involves identifying, analyzing and reporting patterns (themes) in the data. This approach allows for a deep understanding of the content of the interviews, helping to obtain meaningful interpretations and conclusions related to the research objectives.

Pros And Cons of Digital Transformation

Digital transformation can significantly influence firm internationalization in both positive and negative ways across individual, firm, and macro levels (Feliciano-Cestero et al., 2023). while digital transformation provides numerous advantages that can facilitate firms, such as enhanced market reach, operational efficiency, and data-driven decision-making, it also presents challenges like cybersecurity risks, high implementation costs, skills gaps, and regulatory hurdles. Firms need to strategically manage these impacts to fully leverage the benefits of digital transformation in their efforts. As stress by Feliciano-Cestero et al. (2023) in their study that a lack of knowledge, experience, and resources within firms to handle digital transformation issues, combined with regulatory challenges, digital interdependence, branding difficulties, gaining customer trust, severe cybersecurity threats, technological limitations, poor technical resources, and infrastructure deficiencies, contribute to the disadvantages threatening digital transformation. Meanwhile, according to TYT Tun Seri

Setia (Dr) Haji Mohd Ali bin Mohd Rustam (2022), digitization transformation also has its pros and cons. Among them are as below:

Table 1: Pros and Cons of Digital Transformation

PROS	CONS
<p>i. Through digitization transformation, it can increase economic resilience and help in the government's efforts to restore the economy due to the spread of the covid-19 epidemic. During the spread of the covid 19 epidemic around the world, through digitization transformation, it helped traders to remain afloat doing business activities, allowing students to continue learning even at home, the affairs of employees can still be carried out even at home and so on. Transformation into digitization to some extent has changed people's lives towards a more modern and advanced life, the use of modern and sophisticated equipment and hardware has indirectly helped to make everyday life easier.</p> <p>ii. The same goes for the public sector, along with the changes brought about through digital transformation, it can enable public sector services to continue to remain relevant and. This transformation enables the Government to embrace digital technology and use data to modernize the public sector. The government needs to keep up with the transformation of digitization at the global level where the government needs to integrate its use towards the delivery of efficient and better public services. With the existence of the e-Government Portal it will increase the efficiency of service delivery such as license application, tax filing, procurement</p>	<p>i. As for the downside of digitization transformation, when this digitization development takes place, there is a possibility of facing cyber security challenges. Cyber security is a term used to define a safe environment in the use of devices, mediums or matters related to information technology. This is closely related to the level of public awareness of cyber security issues and how to deal with them. If this aspect of cyber security is not managed well, there is a high risk for the country to receive a cyber-attack that can damage the national interest and economic growth of a country. The community is also exposed to Scammer fraud cases where these cases have happened a lot. Every day we are often surprised by news about frauds made through the use of digital applications. Therefore, the need to increase trust and ethical practices in the use of data and technology as well as awareness of cyber security to the public is very important.</p> <p>ii. In addition, the disadvantages of digitization transformation can also cause changes in the culture and way of life of the community which will be easily influenced by the culture of the western society. Looking at the development of the transformation of digitization and its use among the community, it has indirectly brought elements and influences from the west that will begin to be part of society in Malaysia. Many bad influences have been imitated by our society today which has led to widespread social disorders. For example, online gambling games that are easily available, porn sites and social media applications that also promote things that cause the spread of social symptoms, especially among teenagers.</p>

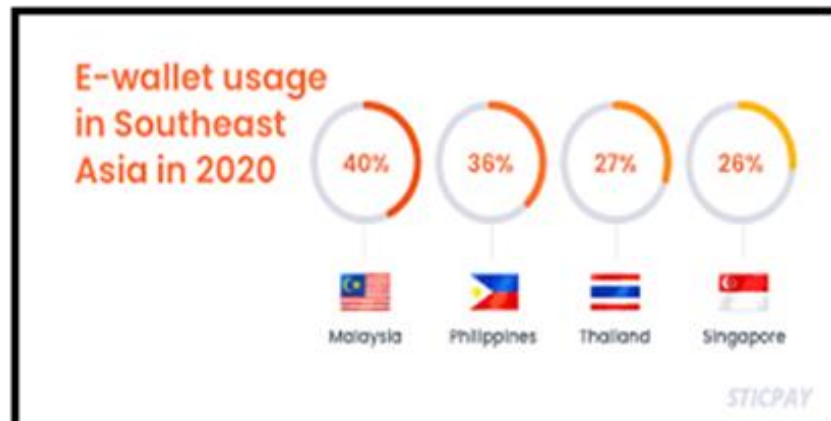
process and so on.

Digital Transformation for Marketing

The wave of digitization transformation has greatly changed the business landscape today. This change has indirectly created a new business model which has disrupted traditional business practices (Kraus et al., 2021; Feliciano-Cestero et al., 2023). Through this change, the economic sector can expand so widely. This is closely related to the marketing done by the traders. For example, with the emergence of digital business platforms such as shoppe, lazada and so on, through these digital business platforms, the marketing space has become wider, the world is like a borderless world (Feliciano-Cestero et al., 2023), and now there is no need to bother going to a store or supermarket to find the necessary goods, purchases can be made just at the tip of the finger easily and quickly. In addition, through the changes brought about by the digitization transformation, many physical products and services on the market have been converted to digital, such as books and DVDs in stores have been replaced by e-books and online video streaming (Carreiro, 2010). The digital economy has led to the advent of cloud computing which allows businesses to acquire services without having to own and maintain related assets (Teece, 2017). This has simultaneously reduced the cost to the business.

According to Nor Aini (2003), every entrepreneur needs to prepare especially in terms of information technology, strategic management, research and development in order to remain relevant and remain competitive in the business world. By taking advantage of the digitalization transformation in business, it is indirectly able to contribute to cost-saving marketing techniques and able to expand the number of potential customers (Feliciano-Cestero et al., 2023). Broader marketing methods for all commercial activities. Online business provides a channel to expand the reach of domestic and international markets. Greater opportunities for local products to be marketed and sold through e-commerce (Feliciano-Cestero et al., 2023; Kraus et al., 2021). The conclusion here is the need for entrepreneurs and traders to immediately switch to a digital economy in line with the digitization transformation that is happening now.

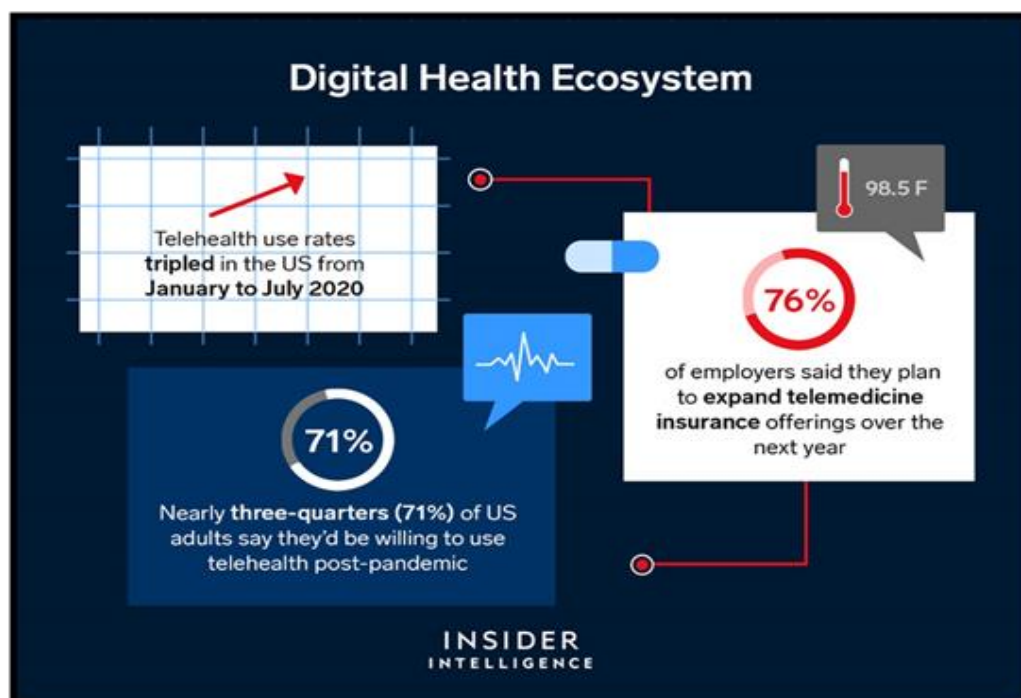
Consequently, the digitization transformation had shift human life. As illustrated in the figure 3 below, Malaysia become the dominant country in term of e-wallet usage. The e-wallet market in Southeast Asia is experiencing significant growth, driven by technological advancements, a young and tech-savvy population, and supportive government initiatives. While challenges such as regulatory hurdles and cybersecurity threats exist, the opportunities for further expansion and innovation in this space are immense. E-wallets are poised to play a crucial role in the region's digital economy, enhancing financial inclusion and transforming the way people manage and use money.



Sources from Sticpay.com (https://www.sticpay.com/news/news_detail/ewallet-trends-malaysia)

Figure 3: Digital Wallet Usage Analysis in Southeast Asia

Meanwhile, figure 4 illustrate on the pandemic accelerated the adoption and integration of digital health technologies, transforming how US healthcare services are delivered and managed. Which mean that, the pandemic acted as a catalyst for digital transformation in the healthcare system, highlighting the importance of digital health technologies in providing resilient, efficient, and accessible healthcare.



Sources from Business Insider

Figure 4: The Digital Health Ecosystem 2022: How COVID changed the US Healthcare System.

Digital Transformation Challenges to Private Sector and Government in Malaysia

TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam (2022) is of the view that, among the challenges that exist towards the transformation of digitization to the private and government sectors in Malaysia is the lack of exposure and knowledge. When linked to the

digitalization transformation, it will indirectly cause a lot of dependence on the use of information technology. Therefore, the basic things that need to be paid attention to in order to move towards digitization transformation are such as giving clear exposure and knowledge related to digital technology itself. According to Bukht & Heeks (2018), the change of the conventional economic sector to a digital economy requires high ICT skills to open job opportunities and economic proliferation, but these mentioned skills are seen as insufficient in developing countries. Therefore, developing countries such as Malaysia need to make investments to improve the level of knowledge and understanding related to information technology to support digitalization transformation.

In addition, the challenge of providing good infrastructure is also necessary and sufficient to ensure the sustainability of digital transformation implementation. This is because it is closely related to the digital skills and knowledge mentioned before. Infrastructure facilities such as the internet, digital devices, machines, computers and so on are important components in the development of digital transformation (Feliciano-Cestero et al., 2023). Therefore, the government and the private sector must work together to provide complete infrastructure facilities.

The digital divide among the community is also still high between income groups, age and gender. To ensure that the digitization transformation develops rapidly, this digital divide needs to be reduced to ensure that all groups are involved in the digital transformation. Likewise with the workforce, the need to develop future available workforce is also one of the challenges that need to be overcome. The country needs to be prepared to produce skilled and knowledgeable human capital in the era of digitization transformation for the future. In order to ensure that the business sector and enterprises are directly involved with the digital economy, the need to create an ecosystem that supports digitization efforts needs to be created (TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam, (2022).

Conclusion

In conclusion, TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam concluded that in order to ensure that digitization transformation in Malaysia can be implemented, Society should master digitization which will bring with it an increase in living standards and prosperity., every country needs to be aware of the obstacles that exist in developing digitization transformation. In this era of globalization, it cannot be denied that digitization transformation has a high enough impact and is even able to increase the economic growth of a country. Malaysia needs to take advantage of opportunities and strengths to face the challenges of the digital revolution. Society should be wise to adapt, excited to continue learning and eager to contribute towards a future that will reflect shared objectives and values to ensure the government's desire to produce a knowledgeable and skilled society in the digital world.

Acknowledgement

The authors humbly wish to express their heartfelt gratitude and deepest thanks to TYT Tun Seri Setia (Dr) Haji Mohd Ali bin Mohd Rustam and the senior leadership team involved in this study. Special appreciation is also extended to the reviewers for their thoughtful comments and constructive suggestions, which have significantly contributed to improving the quality of this work. Additionally, we are grateful to the GAE team for the opportunity and support provided, which made the publication of this article possible. Lastly, we would

like to declare that this study did not receive any specific grant from public, commercial, or non-profit funding agencies.

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