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## ***Abstract***

Heritage businesses are important part of the cultural heritage. However, there is lack of attention on the succession planning of the heritage businesses. This study examines the business succession of the heritage businesses in the Melaka and George Town UNESCO world heritage's core and buffer zones. Specifically, the study examines the perception and readiness of the heritage business owners in succession planning. Eight face-to-face interviews were conducted with the heritage business owners. The findings reveal that they are aware of the importance of succession planning but there is no proper action taken to engage the successors. The main reason cited is their uncertainty over the potential successors' interest in succeeding the business. However, most of them are willing to groom the successor if they found that the successors are willing to learn the skills to operate the business.

***Keywords—UNESCO World Heritage Sites, Heritage Business, Succession Planning***



## [ABS 233] POVERTY ALLEVIATION FOR SUSTAINABLE GROWTH IN MALAYSIA THROUGH BETTER UNDERSTANDING OF B40 HOUSEHOLDS

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### ***Abstract***

One of the crucial Millennium Development Goals (MDGs) is to eradicate poverty in every corner of the world. However, most of the studies on poverty focus on the income or expenditure of the poor rather than the characteristics of the poor namely the B40 households. This study intended to conduct a comprehensive examination of the characteristics of the B40 households to provide insights on the key determinants that explain poverty within Peninsular Malaysia. Logistic regression modelling is conducted on the household data collected through the Household Income and Expenditure Survey in 2019. The results revealed that Bumiputera households comprised most of the share of B40 within Peninsular Malaysia compared to Chinese and Indian households. The factors that contribute to poverty within Peninsular Malaysia includes the marital status, education level and ethnicity of the head of household in addition to the residency (urban-rural). Though, the most crucial key determinant of poverty is the education level. Hence, empowering the poor is the most effective solution in uplifting the B40s. The focus should be placed on upskilling the Bumiputera households especially those who stay within the rural areas.

***Keywords—B40, ethnic, household characteristics, poverty, urban***

## [ABS 263] POVERTY ALLEVIATION AMONG SINGLE MOTHERS IN MALAYSIA: BUILDING FINANCIAL LITERACY AWARENESS

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### ***Abstract***

Recent study by the Organisation for Economic Co-operation and Development (OECD) and Malaysian Central Bank shown that Malaysian people are at the low level of knowledge in finance, particularly in personal finance, investment and financial planning. Many Malaysians as reported in the Malaysia National Strategy for Financial Literacy 2019 – 2023 struggle to plan and manage their fund well, exposing them to vulnerable impact of financial crisis as well as pandemic like the recent Covid 19. Hence, this study is to be conducted with the aim to examine and understand the level of financial literacy among single mothers in Malaysia. It is also to be conducted with the aim to develop financial literacy framework particularly for this group of people. The single mothers group is chosen due to their importance in managing the financial matters of the family. A single mother has to bring up the family and play multiple roles including financial matters of the family. Hence, the knowledge and skill in financial literacy seem to be very important element in making the financial well-being of the family. In large it may reduce poverty among those in the B40 category. This study will be focusing on the demographic profile, financial education background, financial behaviour, socioeconomic and risk preference of the group to be studied.

***Keywords—financial literacy, financial behaviour, financial well-being, single mother, poverty***

## [ABS 264] THE ANTECEDENTS OF PUBLIC HEALTH CARE WORKERS' MENTAL HEALTH: A CONCEPTUAL FRAMEWORK

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### ***Abstract***

The main purpose of this paper was to develop a conceptual model of the antecedents of health care workers' mental health in Malaysian Public hospitals. The current study was performed by reviewing past studies on work environment and mental health. In the reviews, two potential groups of antecedents managed to be found for work environment from various settings which are individual-related factors and organizational-related factors. In regard to this, suggestions were identified for future research to provide a more definitive theoretical statement of work environment as well as develop an additional proposition that can possibly be developed from a more advanced theory.

***Keywords—work environment, mental health***

## **[ABS 311] THE EFFECT OF DIGITAL READINESS AND STRATEGIES FOR IMPLEMENTING ON OUTCOMES OF SMART GOVERNANCE FOR REALIZING SMART CITY**

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### ***Abstract***

Digital readiness is a developmental stage that describes the tendency, desire, and willingness to take action. Which can change today's business work models and industry structures to create unprecedented opportunities. Smart cities and smart governance are examples of digital transformation using ICT. In its application, digital readiness is needed to support performance in implementing smart cities and smart governance. Seeing this phenomenon, this study aims to see the effect of digital readiness and strategies for implementing smart governance on the outcomes of smart governance to realize a smart city within the Bandung City Government as the implementer in realizing a smart city. This study collected 400 questionnaires from 27 offices in the City Government of Bandung, online via the website link and offline by visiting the respective offices. This study concludes that digital readiness and strategies for implementing affect the outcomes of smart governance to support the implementation of smart cities. Digital readiness can be said to have an important role in facing the digital transformation process that is taking place anywhere.

***Keywords—Digital Readiness, Smart City, Smart Governance, ICT, Digital Transformation.***

## [ABS 312] ANALYSIS OF THE USE OF SOCIAL MEDIA ON THE PERFORMANCE OF WEST JAVA MSMEs

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### ***Abstract***

With social media, micro, small and medium enterprises (MSMEs) can disseminate information at a relatively low cost. The ability to share, communicate and access information can affect business performance, but currently, there are only a few studies on social media usage on business performance, especially MSMEs. This paper aims to present a quantitative examination to further study the factors that have effects in the use of this social platform in MSMEs in West Java and their effects on company performance. This study uses a TOE framework that combines elements of technology, organization, and the environment that affect MSMEs in the usage of social media. This research will be conducted on 300 respondents who are MSMEs business in West Java. Questionnaires will be distributed to obtain data from respondents, then the data obtained will be processed, analyzed using SPSS software with the path analysis method. The use of social media has an effect on the performance of MSMEs. These findings will serve as an assistance to the managers and decision-makers in the MSMEs sector in following studies on social media latest trends and providing them benefits to be known widely.

***Keywords— social media, business performance, small and medium enterprises (MSMEs), technology adoption.***

## [ABS 312] DIGITAL TRANSFORMATION CHALLENGES IN TELKOMSIGMA

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### ***Abstract***

The current research study aims to explore the challenges in digital transformation in the Telkomsigma unit of Telecommunication Digital Solution Management Services. Data collection and data sources for this study using questionnaire strategies against the intended objects, namely telecommunication companies (Telkomsigma IT Manage Services) and reference journals or articles related to challenges in digital transformation. The collected data will be analyzed using CFA (Confirmatory Factor Analysis). The data will be analyzed using the SPSS tool. The results showed that using factor analysis made the factors items grouped, and then the group was labeled as an identified challenge.

***Keywords— Digital Transformation, Challenges, Telecommunication Digital Solution Management Services, Confirmatory Analysis Factor, Data Analysis***