

Foreword

WELCOMING MESSAGES

FOREWORD FROM PRESIDENT UNIVERSITY

Dear ICFBE participants,

It is with great pleasure that I welcome all of you to the International Conference on Family Business and Entrepreneurship (ICFBE) 2020. This year is the fourth edition of ICFBE and is also a “special” conference because of the Covid-19 pandemic, which prompted the event to be moved online. This year, we decided on the theme "Emerging Research and Insight on Entrepreneurship and Family Business in Green Economics", in keeping with the environmental issues that are getting increasingly worrying. The special feature this year is "The Socio-Economic and Business Impact of the COVID-19 pandemic", which is also a sub-theme of this year's event to support the research related to pandemics.

We are also immensely proud of our colleagues from Dhyana Pura University, Bali, as our co-host this year, and our distinguished keynote speakers, namely Prof. Ambika Zutshi from Deakin University, Australia, and Prof. Dr. Faridah Hj. Hassan from MARA University of Technology, Malaysia.

We sincerely hope that this international conference can become an arena for researchers and academics to present their best research, so that it can serve as a bridge for practitioners in family business and entrepreneurship. Even though the event is held in the midst of the Covid-19 pandemic, the enthusiasm of the participants was pretty high, and we received 88 articles from 7 countries. After going through the review process, all articles will be published in the ISBN proceeding for ICFBE 2020, nationally accredited journals, while some selected papers will be proposed to be published in Scopus-indexed journal.

Finally, I would like to thank the management of the President University, the Rector and the Vice Rectors and fellow committee members for their cooperation and hard work. Without such great teamwork, this conference would not have been possible.

Cikarang, 23 October 2020

Genoveva Genoveva

Chai for ICFBE 2020 President University

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FOREWORD FROM UNIVERSITAS DHYANA PURA

Together with our colleagues from President University, please allow me to extend warm greetings from Bali to all participants of the 4th International Conference on Family Business and Entrepreneurship (ICFBE 2020). This year has undoubtedly been challenging for all of us, as we deal with Covid-19 Pandemic and its health and economic repercussions—including for educators and researchers who are forced to rethink how we do things and realign our priorities. I regret that we are unable to greet you in person, as ICFBE-4 was initially planned to take place in Bali. Through this online conference, I sincerely hope that we are still able to effectively share and collaborate on issues relating to family business, entrepreneurship, marketing, tourism, management, and others.

The year 2020 has certainly been challenging for entrepreneurs and family businesses as well. I'm certain many of our papers and presentations reflect this as well. As we share the challenges and perhaps hidden opportunities in the midst of these unprecedented times, I look forward to the sharing of the future outlook—as we move forward from and beyond this global pandemic.

I'm encouraged that despite the challenges and limitations, we still have the opportunity to share our knowledge, research findings, and best practices relevant to our fields of study. The ICFBE 2020 committee has worked tirelessly to facilitate this conference. Additionally, the leadership at President University and Universitas Dhyana Pura have given us the boost of confidence to follow through. For that, we are deeply grateful.

As family businesses and entrepreneurs have been known to move mountains and rise through any obstacles, I too hope that this conference will embody this spirit of resilience and resolve. Ultimately, the committee would like to thank all the participants who have joined this conference from various disciplines, institutions, and countries. *Matur Suksma.*

Bali, 23 October 2020

Putu Chris Susanto

Vice-Chair for ICFBE 2020 Universitas Dhyana Pura