

# Digital Social Media: Creative Economy Quarantine during the Coronavirus Pandemic, 2020

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The coronavirus pandemic 2020 makes the world community silent in all activities except in relation to self-defence, health, economy, and information. The demands of the creative economy cause people to continue to carry out economic activities according to the conditions urged by the coronavirus pandemic. The formulation of the research problem is how is digital media in the creative economy at the time of the coronavirus pandemic, 2020? The research objective is to analyse digital social media during quarantine conditions at the time of the coronavirus pandemic. Previous research supports this research. Objectivist research methods were used by distributing questionnaires to respondents and conducting in-depth interviews. Descriptive research data was positive in all dimensions and indicators. Further data processing was related to the competence, creativity, and influence of digital media on the economy at the time of the pandemic. The creativity of sellers has been a helpful economic element. The influence of digital social media affects the survival of economic actors. Pressured conditions like this will be an example in the era of development of information technology, digital social media and the creative economy of economic actors.

**Key words:** *Digital social media, economic creative, pressured condition.*

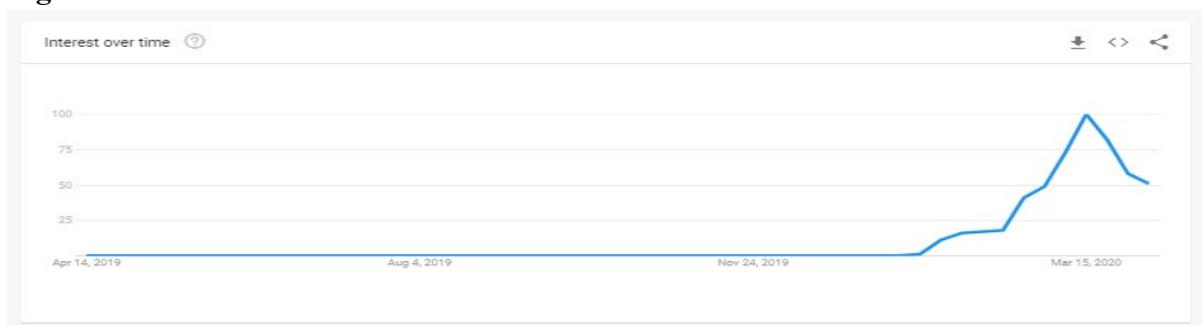
## Introduction

The International Monetary Fund (IMF) are among many global institutions that have cited the 2020 pandemic, COVID-19, as being responsible for pushing the world toward recession. According to the IMF, the global financial crisis in 2020 will be worse than the previous global financial crisis in 2009. Economic damage is increasing in all countries, alongside increasing

COVID-19 infections and prevention efforts being undertaken by governments across the world. The economic impact of this pandemic has been felt by the United States with unprecedented speed and severity. In the last two weeks in March, nearly 10 million people applied for unemployment benefits in the US. Such a sharp and surprising increase has never been witnessed before, even at the height of the global financial crisis in 2009. The disruption caused by the virus has also been evident in emerging markets. After showing slight movement at the beginning of the year, the latest index from the purchasing managers' survey (PMI) showed a sharp decline in the manufacturing output in many countries, reflecting a decline in external demand and rising expectations of a decline in domestic demand (Bluedorn, Gopinath, & Sandri, 2020).

Since the COVID-19 pandemic has become more serious as a global issue, Google's search engine has shown increased searches pertaining to corona's influence on the economy. A study of 'trends.google.co.id' suggests that there has been an increase in searches with the keywords: 'economy' and 'corona' from March 2020 to the present. However, based on the diagram presented, on a world scale, searches with this keyword tended to decrease in April 2020. The five countries that show the most searches for these keywords on Google's search engine are Uganda, Ethiopia, Nepal, Nigeria, and South Africa. The following is a diagram presented on the trends.google.co.id page

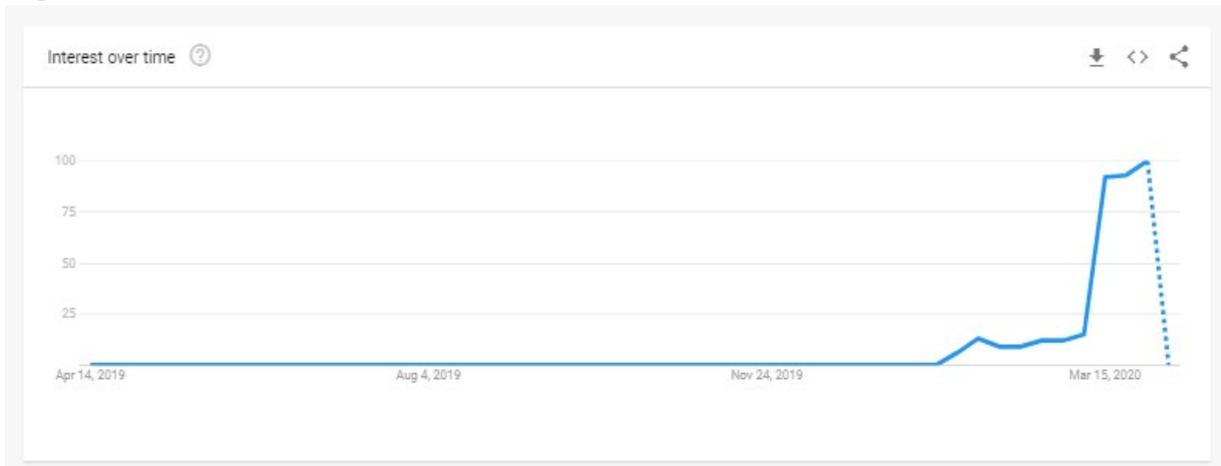
**Figure 1.**



**Source:** <https://trends.google.co.id/trends/explore?q=corona%20virus%20economy>

Similar to the world scale, in Indonesia, searches with the keywords 'coronavirus' and 'economy' increased in March 2020 and decreased in April 2020. The five regions that access the most keywords are Central Kalimantan, Bali, West Nusa Tenggara, Jambi, and Lampung. The following is a diagram presented on the trends.google.co.id page.

**Figure 2.**



**Source:** <https://trends.google.co.id/trends/explore?geo=ID&q=virus%20korona%20ekonomi>

Based on worldmeters.info data, as of April 8, 2020, confirmed coronavirus cases worldwide had reached 1,450,092, with 83,474 deaths and 308,321 successful recoveries (Worldometer, 2020). Meanwhile, as of April 8, the covid19.go.id page stated that coronavirus data in Indonesia had registered an increase in positive corona cases, namely, that there were 2,956 confirmed cases in the country, with 222 people successfully recovering, and 240 deaths (Gugus Tugas Percepatan Penanganan COVID-19, 2020).

The formulation of the research problem is an analysis of digital social media as part of the creative economy during the quarantine due to the coronavirus pandemic. The research objective is to analyse digital social media during quarantine at the time of this virus. The benefits of this research are expected to arise as a result of this analysis and critical reflection of digital media during these unprecedented global times.

## Literature Review

Research conducted by Aziz and Arif in 2020 analysed how CEO Power is based on expertise, that is, the level of the influence of CEO experts on financial performance and innovation in companies listed on the PSX 100. Three theories related to this research are, Schumpeter's innovation theory, resource-based views, and resource dependency theory. The results of the study stated that the expertise of the CEO did not have a significant effect on financial performance based on the length of time the CEO worked in the company. Not an important tenure if the CEO has to improve financial performance; maybe teamwork or other aspects like experience and education, might also have a significant effect (Aziz, Arif, & Ali, 2020).

There has been previous research on the analysis of the role of information and communication technology in Asian economic development by comparing lower, middle, and high-income



Asian countries. Parwanto and Wulansari (2020) state that ICT can contribute significantly to economic development in Asian countries, with different impacts at various economic levels. This study supports policy recommendations that the governments of each country should pay increased attention to the diffusion of ICT in order to accelerate and realise sustainable economic development in Asia. Of the three income groups, ICT has been shown to most significantly affect middle to lower-income groups. This indicates that increasing economic growth in lower-middle-income countries could be accelerated by increasing the ICT indicators. The situation is different in high-income countries, where the possibility of economic growth is already sufficiently high due to the saturation of ICT. Leaders of Asian countries need to take this opportunity to learn and adapt ICT knowledge through knowledge sharing. This can occur by way of technology transfer programs from high-income countries to encourage economic growth in lower-income countries (Parwanto & Wulansari, 2020).

Furthermore, previous research conducted by Duo et al. in 2020 concerning the determinants that contributed to the main market of securitisation in Malaysia stated that maturity has a positive relationship to the spread of primary markets in Malaysia. This shows that the longer securitisation increases in the primary market, investors will ask for higher returns because the money that has been invested is likely to be locked in for a long time. With respect to tranches, results show that many tranches can affect primary market spread. Increasing the number of tranches can separate the risk between the problem of tranches and investors. Risk reduction may have reduced the primary market spread. The Macrocconomic environment can play an important role in the spread of primary markets as an overarching organisational market influence (Duo, Hariri, Ali, & Shami, 2020).

Research conducted by Wulansari and Parwanto (2020) on e-commerce in Asia looked at the openness of global trade and the role of information and communication technology. Social, and security indicators show that Asian countries are accelerating in trade openness. This can be seen from several procedural regulations/indicators, such as reducing initial procedures for registration of businesses, reducing the time needed to enforce contracts, and the time needed to start businesses was sooner from 2013 to 2017. Asian countries have experienced rapid growth in trade openness since 2016, dominated by Hong Kong and Singapore. Of the seven independent variables used, three variables show a significant impact on trade openness in 17 Asian countries, namely: fixed telephone subscriptions (per 100 people), fixed broadband subscriptions (per 100 people), and crime. Fixed telephone subscriptions and fixed broadband subscriptions have a positive and significant impact on trade openness. This is because, in the 17 Asian countries that are dominated by developing countries, the use of fixed telephone and fixed broadband is the main focus. The government is strengthening the development of fixed broadband through the distribution of passive infrastructure, the promotion of open access, and the development of multi-mode solutions that include fibre, wireless spectrum, and satellite. Crime has shown a significant impact on trade openness and has a positive relationship to it.

In Asia, governments pay attention to their human and capital reserves before trading and have tended towards trading with countries that are considered to be relatively safe. Besides, socio-cultural factors are deeply rooted in a country's culture; therefore, crime may be a consequence of culture and less to do with the opposite. Geographical location and demographic trends can also influence crime due to migration, age distribution, and population density. The majority of Asian countries are still bound by their cultural values, so further research is needed to ascertain the effects of crime on enhanced trade openness. Interpersonal safety and trust, as well as quality of life indicators, are positive signs; however, these two variables are not statistically significant (Wulansari & Parwanto, 2020).

Research conducted by Hariri, Duo, and Idham on the importance of leverage in the market in 2020 states that debt to equity (DE) has a negative relationship to securitisation performance. This study was validated by Vink's model in a securitisation company. The findings presented in this study have implications for securitisation to contribute to the theoretical framework by finding out about the asset prices of securities companies that are supported by Malaysian assets, using panel data and STATA analysis. This is because, in Malaysia, there is a lack of research conducted on the performance of securities using panel data (Hariri, Duo, & Idham, 2020).

Research conducted by Tran et al. (2020), focused on the assessment of organisational satisfaction with the electronic tax system in Vietnam, when the Vietnam Taxation Department integrated an improved IS Success model and ACSI. The results from a small and medium-sized company questionnaire survey conducted in Ho Chi Minh City showed that the quality of information on the e-tax website and organisational expectations influences the latter's satisfaction and that organisational expectations that are not being met tend to cause complaints. Also, no links were found between service quality, on the one hand, and organisational satisfaction and organisational complaints, on the other. These findings highlight viable solutions for improving the quality of information from the e-tax system, thereby encouraging companies to comply with the law. In other words, the better the information received by the company, the greater their satisfaction with the e-tax system (Tran, Nguyen, Thi, & Hanh, 2020)

Prawira et al. (2020) studied the role of the IAU in meeting tax compliance at the Legal Entity University. The results show that the IAU acts as a supervisor and as a consultant, and both roles are carried out simultaneously. Recognition of the important role of the internal audit system in achieving the goals and objectives of the organisation and good governance is critical for the leadership of institutions who need to realise that implementation of the internal audit system is a shared responsibility. Besides, it is important to remember that internal audit systems not only represent efforts to form administrative mechanisms but are also an effort to change attitudes and behaviour (soft factors). The regulation is not the end but the beginning

of a corrective step. Therefore, the implementation of SPIP is highly dependent on commitment, leadership models, and the good intentions of officials and employees of government institutions (Farida, Prawira, Zulhaimi, & Indriyani, 2020).

Research conducted by Naufal et al. (2020) regarding individual factors and situations in the reporting intentions of violations stated that whistleblowing will continue to be a dilemma because multiple factors affect individual intentions with respect to whistleblowing. The differences in individuals and conditions mean that this dilemma cannot be resolved absolutely. This research implies that companies can reduce their fraud risk if they create a friendly whistleblowing system and environment that might encourage employees to engage in whistleblowing whenever they encounter fraud (Naufal, Sofia, Farida, Prawira, & Nur, 2020). Research conducted by Arsad et al. (2020) examined the effect of ownership structures on i-CSR disclosure from ShCC in Malaysia. Using a sample of 187 ShCC annual reports between 2008 and 2013, the findings were that ownership structures, namely foreign ownership, government ownership, and Muslim director ownership, had a significant influence on i-CSR disclosure. The ownership structure that holds the highest proportion of shares in ShCC is foreign ownership with an average score of 6.57%. However, the findings also showed that foreign ownership was significant but had a negative relationship. The negative effect is that the biggest investors are from countries such as Singapore, Japan, the Netherlands, and Hong Kong, and are not from Islamic countries. Malaysia aims to become a global centre for Islamic capital markets, which will attract more foreign investors, especially from Islamic countries, as well as Muslim directorial ownership and government investment in Islamic securities. Therefore, the i-CSR disclosure index used in this study can help the ShCC to report in a way that illustrates the image and values of Islam. This will enable the ShCC in Malaysia which is consistently registered under Sharia securities and is in line with Malaysia's Capital Market master plans to make Malaysia a global centre for Islamic Capital Markets (Securities Commission, 2001; Securities Commission, 2017). This is in addition to various frameworks and policies related to CSR that have been introduced by the Malaysian Government to encourage Malaysian companies to report their CSR activities. Malaysian Government regulations must also emphasise the importance of Islamic principles and values in all activities and reporting since the company is registered under Sharia securities (Arsad, Said, Yusoff, & Ahmad, 2020).

Research by Tran et al. (2020) analysed how testing PSM can reduce the turnover intentions of public employees through the mediating role of organisational commitment. Surprisingly, there was no direct impact of PSM on turnover intentions. However, PSM can increase organisational commitment, which in turn will create strong work engagement and reduce the intention to move. This finding also implies that civil servants are willing to sacrifice their interests for the benefit of society. In other words, an important characteristic of civil servants with high levels of community participation is not their commitment to public organisations,

but their willingness to contribute meaningfully to the public good. High-level PSM will make public employees satisfied and motivated to improve the quality of public services and organisational performance. Finally, a better work environment and lower burnout rates will result in additional benefits from lower employee turnover (Tran, Nguyen, Nguyen, & Hoang, 2020).

The creative economy is simultaneously associated with the public, non-profit and informal sectors in ways that make it a complex hybrid: creative work can be small-scale and non-profit. Another important parameter of economic success is related to the significant proportion of cultural production that is designed for immediate consumption (for example, utilitarian handicraft products, rituals and ceremonies, and accompanying cultural expressions) that have intrinsic value and creative dimensions. Creative economic governance, related to cultural heritage, requires connections between the formal and informal sectors as well as new approaches to networking that emerge from small cultural producers and consumers that encourage innovation, namely through social networks, specialised websites and e-commerce (Vencatachellum, 2019).

Creativity is neither new nor economic, but now is how they can join together to create extraordinary value and wealth. In a very short time, the creative economy has become a 'buzzword' among decision-making academics and international institutions. However, the creative economy is not a single highway but a diversity of trajectories (Beukelaer, 2018).

The terms creative industries and creative economies have gained traction and garnered much interest in academia and policy. 'Creative economy' is a market-oriented perspective, which risks questioning the importance of policies and key cultural principles of CDCE, such as the specificity of cultural goods and services (Doyle, 2015).

Social media is perhaps the newest form of communication supported by information technology and is arguably the most pervasive. There is a global appeal in forming private networks and carrying out social activities that go beyond traditional boundaries of place and time while allowing direct message delivery, made with wide dispersion across different hardware and platforms. The rate of social media adoption has been exponential; the number of users has grown dramatically since the first social networking site SixDegrees.com was formed in 1997 (Boyd & Ellison, 2007) (McCaughy et al., 2014).

Social media allows consumers and companies to interact and engage in two-way communication. In line with their strong expectations that the company maintains a social media presence, customers value the companies that do it (Delzio, 2014) (Bal, Grewal, Mills, & Ottley, 2015).



Social media can be used to connect individuals in an organisation with the expertise needed, to increase employee involvement, and reach customers or other stakeholders (Barker, 2008; Kaplan & Haenlein, 2009; Landers & Goldberg, 2013). Current theories in the field of information technology show that social media and similar technologies enable employees to share collaborative knowledge (Coff, Coff, & Eastvold, 2006; Kumaraswamy & Chitale, 2011; Ramesh & Tiwana, 1999). The use of social media in the workplace is also associated with negative consequences for employees as individuals and the organisation as a whole. For example, employees on social media can increase the legal risk to an organisation, invite attacks on the organisation's reputation, or result in termination of employee employment due to inappropriate use of social media (Abril, Levin, & Del Riego, 2012; Valentino, Fleischman, Sprague, & Godkin, 2010) (Landers & Callan, 2014).

The use of social media by collaborative organisations has been studied in various contexts, including virtual teams (Muller et al., 2012; Murthy, Rodriguez, & Lewis 2013), corporate organisations (Brzozowski, 2009), and social movements (Juris, 2012). The idea that social media can foster trust and other prerequisites for meaningful collaboration within organisations makes intuitive sense because this technology has the potential to increase interaction between organisational members and ultimately build social capital. Although social capital has been used successfully to study social movements in virtual communities (Cogburn & Espinoza-Vasquez, 2011), the main difference between online versus offline social capital is that when acquired online, social capital can lack the influence-based dimension (Murthy & Lewis, 2015).

Online networking through social media began as a trend among young people who understand the internet and has become a cultural norm, changing the way people think about communicating with family, friends, and peers. Similar to e-mail, which began as a form of writing letters that was only used by computer geeks before developing into a significant communication device, social networking sites are inhabited by millennials and silent generations when they are connected and reconnected with family, friends, peers, and colleagues (Lukes, 2010).

Social media networks for education may present opportunities for deep scholarly engagements as they promote collaborative learning among students, metacognition, and self-efficacy (Duo et al., 2020).



## **Methodology**

### ***Data Sources***

This study distributed questionnaires to 217 respondents. The research areas were Medan, Makassar, and Wonosobo. All research instrument tests were valid and reliable. There were additional data in-depth interviews with informants in completing the research data. The research used cross-sectional analysis, from December to March 2020. The social media users consisted of Twitter and WhatsApp groups from research informants.

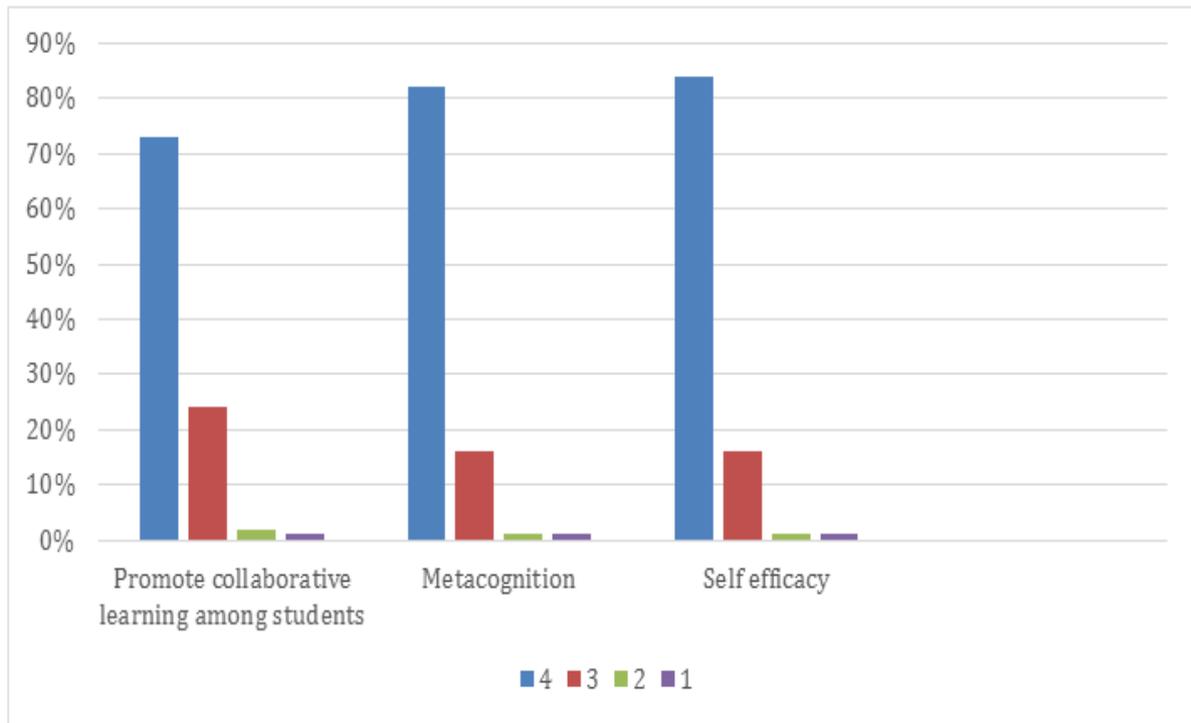
### ***Analysis of Data***

Analysis of the research data was conducted using factor analysis, to establish which dimensions were the most dominantly used by social media users as part of the creative economy during the coronavirus pandemic in Indonesia, 2020. This data is complemented by in-depth interviews with several informants, as well as library research.

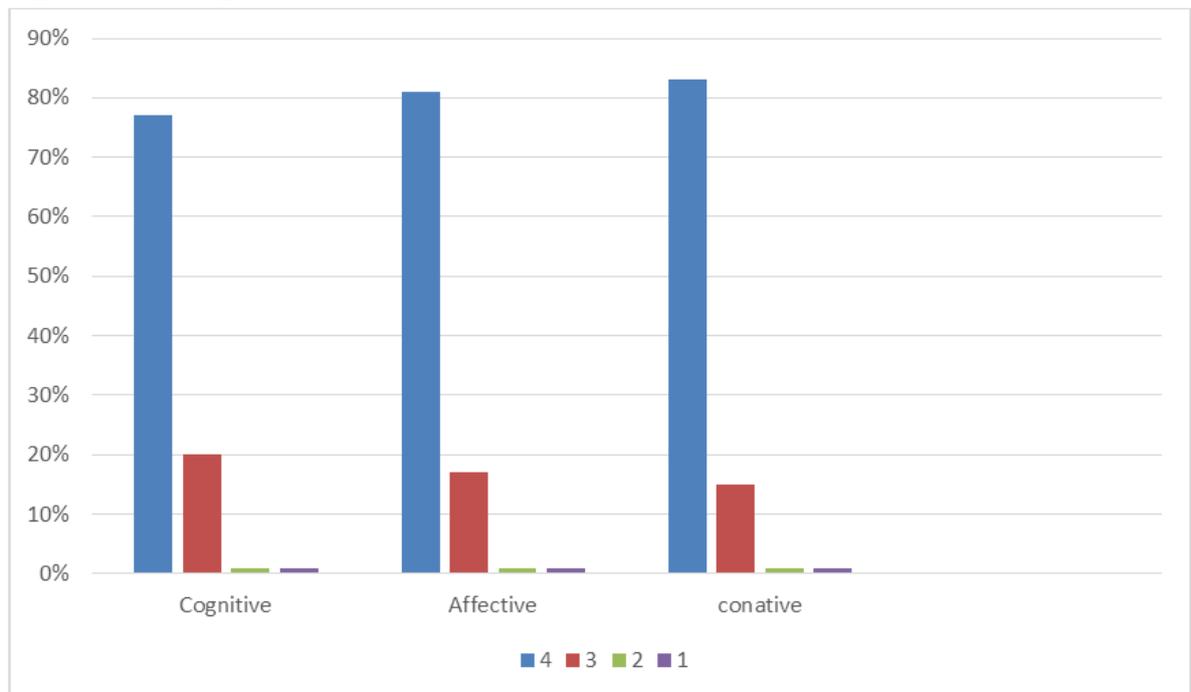
### ***Results and Discussion***

Descriptive data shows that all dimensions in information technology and the handling of a pandemic on the dimensions of promoting collaborative learning among students, metacognition, and self-efficacy were positive. The dimensions of the attitude of natural knowledge were all positive.

**Figure 3:** Descriptive Variables Social Media for Education



**Figure 4:** Descriptive Variable Attitude



All dimensions in the digital social media variable for education and in capturing and applying knowledge were of positive value. Several informants stated that for urban communities, social

media was very helpful in handling coronavirus. However, for rural communities in Indonesia whose education is middle to lower, their knowledge of personal health is also very minimal.

Parwanto and Wulansari's (2020) research concluded that ICT can contribute significantly to economic development in countries in Asia, especially in regions that are affected by the coronavirus. The influence of digital social media affects the survival of economic actors. Pressured conditions like this will serve as an example in an era of the rapid development of information technology, digital social media and the creative economy (Parwanto & Wulansari, 2020).

Determinants that contributed to the main market spread of securitisation in Malaysia show that maturity has a positive relationship to the spread of the primary market in Malaysia. In line with the research conducted by Duo et al. (2020), this study shows that the macrocosmic environment can play an important role in the development of the creative economy amid the coronavirus pandemic (Duo et al., 2020).

Like the research conducted by Wulansari and Parwanto (2020), this study shows that this year, despite the pandemic, e-commerce as a development of the creative economy involves the openness of global trade and mentions that countries in Asia are accelerating in trade openness (Wulansari & Parwanto, 2020).

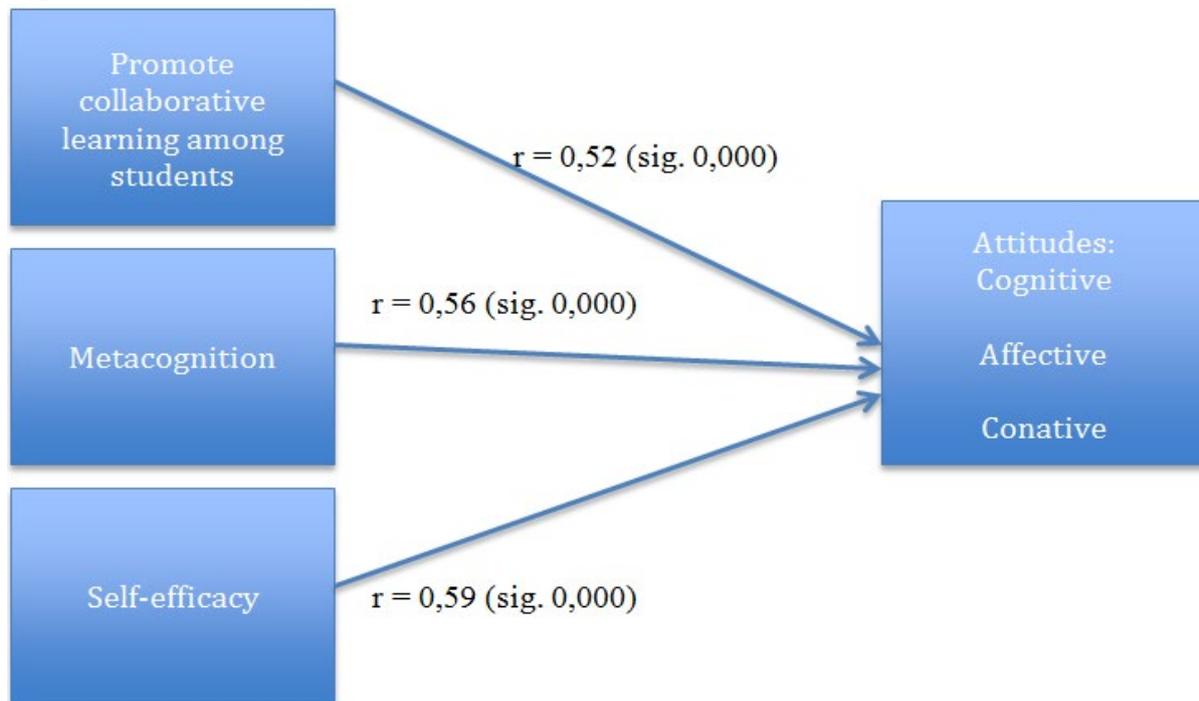
Taxes must still be paid even though some countries are being affected by the coronavirus pandemic because the IAU has the role of both supervisor and consultant. Like the previous research conducted by Prawira et al. (2020), the researchers explained that the IAU acts as both supervisor and consultant, and the two roles were carried out simultaneously. Recognising the important role of the internal audit system to achieve the goals and objectives of the organisation and to realise good governance, the leadership of the institution or organisation must be able to implement the internal audit system as a shared responsibility, not only for the smallest work units but up to each individual (Farida et al., 2020).

Countries in Asia are experiencing developments in the creative economy, so several countries use an electronic tax system. Like previous research conducted by Tran et al. (2020), this research highlights viable solutions to improve the quality of information from the e-tax system, thus encouraging companies to comply with the law. In other words, the better the information received by the company, the greater their satisfaction with the e-tax system (Tran, Nguyen, Thi, et al., 2020).

Amidst the development of the creative economy, it is not uncommon to find several violations such as the increasingly widespread incidences of fraud that occurs on social media. Naufal et al. (2020) explain that companies can reduce their fraud risk if they can create a friendly

whistleblowing system and environment that encourages employees to engage in whistleblowing whenever they encounter fraud (Naufal et al., 2020).

**Figure 5.** Research Regression



The results of social media regression for education affect people's attitudes by way of increasing knowledge and seeking more information regarding how to manage their lives during the coronavirus pandemic. One informant stated that self-efficacy in digital social media in education was the highest influence. Searched information can be immediately applied for maintaining one's life during the pandemic. ICT can therefore contribute significantly to economic development in countries in Asia, especially in regions that are affected by the coronavirus ((Parwanto & Wulansari, 2020).

Determinants that contributed to the main market spread of securitisation in Malaysia stated that maturity has a positive relationship with the spread of the primary market in Malaysia. The Macrocosmic environment can play an important role in the development of the creative economy during this pandemic towards knowledge. (Duo et al., 2020).

The development of the creative economy involves openness of global trade and information and communication technology may have accelerated trade openness in Asia. Also, the public has used communication technology extensively to seek more information for all aspects of how to handle living through a pandemic (Wulansari & Parwanto, 2020).



Countries in Asia are experiencing developments in the creative economy, so several countries use an electronic tax system. There have been appropriate solutions to improve the quality of information from the e-tax system, thus encouraging companies to comply with the law. In other words, the better the information received by the company, the greater their satisfaction with the e-tax system and the public also knows it (Tran, Nguyen, Thi, et al., 2020).

Amid the development of the creative economy, it is not uncommon to find several violations such as the increasingly widespread fraud that occurs on social media. Companies can reduce their fraud risk because they can create a friendly whistleblowing system and environment that might encourage employees to engage in whistleblowing when they encounter fraud. (Naufal et al., 2020).

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