

INTERNATIONAL SEMINAR OF ENTREPRENEURSHIP

Andi Adawiah^{*1}

Manajemen, Universitas Lamappapoleonro, Indonesia
Email: adawiah@unipol.ac.id

Asmini

Manajemen, Universitas Lamappapoleonro, Indonesia
Email: asmini@unipol.ac.id

Andi Nurul Aksa

Sistem Informasi, Universitas Lamappapoleonro, Indonesia
Email: andiaksa@unipol.ac.id

Asmi Rahayu

Akuntansi, Universitas Lamappapoleonro, Indonesia
Email: asmirahayu@unipol.ac.id

Andi Zulkifli Nusri

Teknik Informatika, Universitas Lamappapoleonro, Indonesia
Email: andizulkifli51@unipol.ac.id

A. Muh. Yusuf

Manajemen, Universitas Lamappapoleonro, Indonesia
Email: YusufM@Unipol.ac.id

Abstract

This conference presents the findings of international seminar about entrepreneurship in digital era held in 2024. The main focus of the study is entrepreneurship in digital era thrives on innovation. The research examines the role of digital platforms, social media, and artificial intelligence in supporting the growth of small and medium enterprises (SMEs). The result highlight that digital entrepreneurship requires not only technological innovation but also strong managerial skills and digital literacy. The article offers strategic recommendations for entrepreneurs and policymakers to build more adaptive and sustainable business ecosystem.

Keyword: *Entrepreneurship, digital, SME*

INTRODUCTION

In recent years, the digital revolution has significantly reshaped the global business landscape, influencing how entrepreneurs create, manage, and scale their ventures. The rise of digital platforms, social media, and artificial intelligence has opened new opportunities

¹ Correspondence author

while also presenting complex challenges, especially for small and medium enterprises (SMEs). As noted by Nambisan et al. (2019), digital technologies have redefined entrepreneurial processes, enabling new forms of value creation, customer engagement, and organizational agility. In the Southeast Asian context, where digital adoption is accelerating, entrepreneurs must not only innovate but also develop the skills necessary to navigate an increasingly competitive and tech-driven environment.

Furthermore, a study by Adawiah et al. (2020) highlights the importance of entrepreneurial competence, motivation, and market orientation in enhancing SME performance, particularly in digitally evolving but economically constrained regions such as Eastern Indonesia.

The Purposes:

1. To facilitate the exchange of knowledge and experiences among academics and practitioners regarding digital entrepreneurship.
2. To identify the challenges and opportunities faced by entrepreneurs in adapting to rapid digital transformation in Southeast Asia.

RESEARCH METHODS

This event held on Zoom Meeting on Monday, December 23rd 2024 participated in by Lecturers and students of Lamappapoleonro University, STIE AMKOP, Makassar State University, Triatma Mulya University, Business and Technology Institute of Indonesia, Udayana University, Megarezky university, Halu Oleo University, AMIK Ibnu Khaldun Palopo, STMIK Kharisma Makassar, UKI Paulus, Nahdhatul Ulama University North Sulawesi, Bosowa University, ITBM Balik Diwa, Sawerigading University, Politeknik Pariwisata Bali, Pattimura University and Handayani University.

RESULT AND DISCUSSION

Lamappapoleonro University held an international conference titled "*Innovative Ideas of Entrepreneurship in the Digital Era*", aimed at enhancing the knowledge and experiences of academics and practitioners in the field of digital entrepreneurship. The conference featured speakers from five different countries: Indonesia, India, Uzbekistan, Vietnam, and Malaysia

International speakers included Asc. Prof. Ts. Dr. Fam Soo Fen from UTeM Malaysia, Prof. Bobur Sobirov from the Samarkand Branch of the State University of Economics Uzbekistan, Prof. Sahana Roy Chowdhury from the International Management Institute Kolkata India, and Prof. David Pickus from the American University in Vietnam. Meanwhile, the Indonesian speakers were comprised of 25 lecturers and students from Lamappapoleonro University and STIE AMKOP.

The importance of internal capacity building for SMEs was further supported by Adawiah et al. (2023), who emphasized that improving SME financial performance requires

the integration of human resource management practices and a strong organizational culture. This aligns with the seminar's objective of promoting effective digital entrepreneurship, highlighting that technological adoption alone is insufficient without strong organizational support structures.



SPONSORS: UNIPOL, Universitas Lamappapoleonro, UTeM, Kampus Merdeka, and various international flags.

INTERNATIONAL SEMINAR

Innovative Ideas of Entrepreneurship in Digital Era

 Asc.Prof.Ts.Dr.Fam Soo Fen Universiti Teknikal Malaysia Melaka	 Prof. Bobur Sobirov Samarkand Branch of Tashkent University of Economics Uzbekistan	 Prof. David Pickus The American University of Vietnam	 Prof. Saltanat Meiramova A.K Kussayin ov Eurasian Humanities Institute of Kazakhstan	 Dr. Hj A. Adawiah, M.M RECTOR of Universitas Lamappapoleonro	 Nurfaishah Baharuddin, M.Si HOST
 Ismail, S.Kom, M.Kom Universitas Lamappapoleonro	 A. Nurul Aksa, M.Kom Universitas Lamappapoleonro	 A. Muh. Nurul Afdal, MSA Universitas Lamappapoleonro	 Dr. Asmini, S.E, M.Si Universitas Lamappapoleonro	 Dr. Azmi Rahayu Universitas Lamappapoleonro	
 Misveria Villa Waru, M.Pd Universitas Lamappapoleonro	 Masyadi, SE, M.M Universitas Lamappapoleonro	 Nursakti, M.Kom Universitas Lamappapoleonro	 A. Zulkifli Nusri, M.Kom Universitas Lamappapoleonro	 Siti Intan Nuraini STIE AMKOP	

 **December 23, 2024**

 **13.00 WITA**

 **Online**

 <https://unipol.ac.id>

 **FREE E-CERTIFICATE**

**International Seminar Timeline of UNIVERSITAS LAMAPPAPOLEONRO,
INDONESIA (DECEMBER 23, 2024)**

Time	Activity	Name
13.00 - 13.05	Opening by Moderator	Nurfaisah Baharuddin,S.P, M.Si
13.05 - 13.20	Ceremonial Opening a. Singing a National Anthem song(Indonesia Raya) b. Opening Speech by Rector of Universitas Lamappapoleonro	Dr. Hj. A. Adawiah, SE, M.M
13.20 - 13.25	Introducing of keynote speaker By moderator	Nurfaisah Baharuddin,S.P, M.Si
13.25 - 13.35	Speaker I (Malaysia)	Asc. Prof. Ts. Dr. Fam Soo Fen
13.35 - 13.45	Speaker II (Uzbekistan)	Prof. Bobur Sobirov
13.45 - 13.55	Speaker III (India)	Prof. Sahana Roy Chowdhury
13.55 - 14.05	Speaker IV (Vietnam)	Prof. David Pickus
14.05 - 14.15	Speaker V (Indonesia)	Dr. Hj. A. Adawiah, SE, M.M
14.15 - 14.25	Speaker VI(Indonesia)	Dr. Asmini, S.E, M.Si
14.25 - 14.35	Speaker VII (Indonesia)	A. M. Nurul Afdal, SE, MSA, Ak, SAS, CA
14.35 - 14.45	Speaker VIII (Indonesia))	Dr. Asmi Rahayu, SE, MSA, Ak CA
14.45 - 14.55	Speaker IX (Indonesia)	Ismail, S.Kom, M.Kom
14.55 - 15.05	Speaker X (Indonesia)	Nursakti, S.Kom, M.Kom
15.05 - 15.05	Speaker XI (Indonesia)	Misveria Villa Waru, S.Pd, M.Pd
15.05 - 15.10	Speaker XII (Indonesia)	Masyadi, SE,M.M
15.10 - 15.15	Speaker XIII (Indonesia)	A. Nurul Aksa, S.Si, M.M, M.Kom
15.15 - 15.20	Speaker XIV (Indonesia)	A. Zulkifli Nusri, S.Kom, M.Kom
15.20 - 15.25	Speaker XV (Indonesia)	Nurul Annisa
15.25 - 15.30	Speaker XVI (Indonesia)	Gina Raodatul Jannah
15.30 - 15.35	Speaker XVII (Indonesia)	Nurhikmah
15.35 - 15.40	Speaker XVIII (Indonesia)	A Muh. Yusuf
15.40 - 15.45	Speaker XIX (Indonesia)	Azman
15.45 - 15.50	Speaker XX (Indonesia)	Siti Intan Nuraini
15.50 - 15.55	Speaker XXI (Indonesia)	Andi Nurul Sakinah
15.55 - 16.00	Speaker XXII (Indonesia)	Amin Rais
16.00 - 16.05	Speaker XXIII (Indonesia)	Nurhidayah
16.05 - 16.10	Speaker XXIV (Indonesia)	Muhammad Yani
16.10 - 16.15	Speaker XXV (Indonesia)	Andi Marmawati
16.15 - 16.20	Speaker XXVI (Indonesia)	Khumairah Rhada Herdaman
16.20 - 16.25	Speaker XXVI (Indonesia)	M.Ridwan
16.25 - 16.30	Speaker XXVI (Indonesia)	Mauhud Arkan Fauzan
16.30	Closing (Reading Conclusion) by Moderator	Nurfaisah Baharuddin,S.P, M.Si

NB : The time will change (adjust the circumstances)

SUPPORTING AND HINDERING FACTORS

In the digital era, technological advancements play a key role in facilitating international seminars on entrepreneurship, allowing seamless communication through platforms such as webinars and video conferences. The emergence of digital tools and resources has made entrepreneurship more accessible, enabling participants to acquire knowledge and stay updated on the latest trends online. Globalization further promotes international collaboration and the exchange of ideas, helping entrepreneurs connect across borders. Governments and organizations increasingly support such events by providing funding and promotional efforts to advance entrepreneurship. Moreover, the growing interest in digital entrepreneurship, particularly in e-commerce, digital marketing, and technology-based solutions, has created a thriving ecosystem where entrepreneurs can use digital innovation to scale their businesses, reach broader markets, and improve operations.

One example of how digital empowerment is being realized can be found in the community-based entrepreneurship initiative conducted by Adawiah and colleagues (2023), which demonstrated how digital tools and innovation can empower rural women entrepreneurs by enhancing their productivity through local product processing and targeted training programs.

While the digital age provides many opportunities, there are still significant challenges that hinder the effectiveness of international entrepreneurship seminars. Time zone differences pose logistical difficulties in scheduling sessions that accommodate all participants. In addition, unequal access to reliable internet, particularly in developing regions, can limit engagement in virtual events. Language barriers remain a concern, as not all entrepreneurs are fluent in English or familiar with digital business terminology, which can hinder communication. Varying levels of engagement, stemming from cultural differences or differing levels of interest in digital entrepreneurship, can also affect the success of such seminars. Lastly, cybersecurity issues, including data breaches and privacy risks, may discourage entrepreneurs from sharing sensitive business information in virtual environments that lack proper safeguards.

CONCLUSION

An international seminar on entrepreneurship in the digital era offers great opportunities for entrepreneurs to gain new insights, share experiences, and build a global network. In the digital age, technology facilitates easy access to information and enables collaboration across borders. However, there are challenges such as time zone differences, limited access to technology, and cybersecurity issues that need to be addressed for the seminar to be effective. To achieve the best outcomes, it is crucial to design inclusive seminars, overcome language and technology barriers, and create secure and accessible platforms for all participants.

Recent research by Adawiah and Sawile (2023) highlights that financial support and digital infrastructure, including peer-to-peer (P2P) lending platforms, play an important role in encouraging SMEs to adopt digital tools. This finding reinforces the importance of government involvement in supporting initiatives such as international seminars.

By leveraging existing technology and systems, such seminars can become an effective platform to accelerate the growth of digital entrepreneurship worldwide.

GRATITUDE EXPRESSION

In this chance, we would like to express our gratitude to all parties who have assisted and contributed to the successful completion of this event, namely,

1. The honorable Rector Lamappapoleonro University
2. Vice rectors for Student Affairs
3. Research and Community Service Institution
4. Head of the study program at Lamappapoleonro University
5. The parties who cannot be mentioned one by one, but who have contributed to the successful implementation of this event.

REFERENCES

- Adawiah, A., & Sawile, R. (2023). The influence of financial performance, lifestyle, and government support on the SMEs behavior in using P2P lending. *Proceedings of ICONIES*.
- Adawiah, A., Echdar, S., & Umar, A. (2020). Strategies for improving business performance through entrepreneurial competence, market orientation, and entrepreneurial motivation. *Journal of Entrepreneurship*, 26(4), 1–10.
- Nambisan, S., Wright, M., & Feldman, M. (2019). The digital transformation of innovation and entrepreneurship: Progress, challenges and key themes. *Research Policy*, 48(8), 103773.
- Putra, A. H. P. K. P., & Adawiah, A. (2023). Improving financial efficiency through integrated human resource management and the mediating role of leadership and organizational culture. *Atestasi: Jurnal Ilmiah Akuntansi*, 6(1), 15–24.
- Stanley, Y. R., Adawiah, A., & Azmi, H. U. (2023). UltraPed: Empowering housewives through pedada fruit (*Sonneratia caseolaris*) processing. *Parta: Jurnal Pengabdian Kepada Masyarakat*, 5(1), 40–48.





