



UNIVERSITI
TEKNOLOGI
MARA

isg
Info-Survey Group

INTERNSHIP REPORT



Prepared by:-
Muhammad Aiman Irfan
Bin Azhar
2020498762

For:-
Madam Aemillyawaty
Binti Abas

Table of *Content*

01	1.0 Acknowledgement
02	2.0 Executive Summary
03	3.0 Company Background
08	4.0 Training reflection
09	5.0 Swot Analysis
18	6.0 Discussion and Recommendation (TOWS Strategies)
23	7.0 Conclusion
24	8.0 References

1.0 ACKNOWLEDGEMENT

The success and it was a great pleasure that I received various types of help and support along the of finishing my internship journey. I would like to express my high sincere gratitude to every person who has been supportive and guided me throughout this journey. First, I want to thank Allah SWT for giving me good health and for every good thing that happened to me during the internship period. Next, I would like to thank my internship supervisor, Miss Ashley Ong Chiew Lee for providing me with a valuable experience and positive feedback. The expertise and mentorship are helping me in shaping my professional growth for future opportunities in real working fields. Other than that, I want to thank my advisor, Miss Hareena Fatini for guiding me throughout the internship period for the report that needed to be done and presented as shows that I finished my internship period. The time that is given is precious because I understand how busy Madam can be to make time for me for asking questions. The most important people that I would like to thank are my family and friends because of their support and encouragement. They always keep giving me the motivation and the inspiration to keep going which makes me feel grateful whenever I am having a bad day during the internship periods. This shows that they have huge and positive impacts on my life which help me with emotional support. Last but not least, I want to thank my co-workers that they have shown me a warm welcome on the first day of my internship period. The team also help me by guiding me in my communication skills and negotiation skills which increased my confidence in confronting people. I am having a great time during my internship because of the help and positive support from various kinds of people which is unbelievable.

2.0 EXECUTIVE SUMMARY

Info Survey Group, founded in 1998 by the respected Mr. Peter Chaw, brings together the sharpest and savviest marketing specialists to aid organizations that grasp the basic value of client demands. Over the past 15 years, he has also led numerous customized marketing research projects for large organizations such as Citibank and Maxis. The nature of the service provided is collecting and analysis the data to help other company establish their perfect solution.

The industrial training reflect in learn how to know what is the right question to give while doing the survey and many things and the right method that can be use for the question. Survey Monkey can make the work for design questionnaire easily and many function can be use compared with the google forms method.

The swot analysis that can be identified is the company have high of the teamwork of communication while have been distributed with high security of information for example provide the CCTV all around the office. The company having problem like lack of the manpower that can burden the employer to do the task and have limited power supply that cause power down sometimes. The company have potential to be a well known company in the future while build long term relationship with client because of the high performance to fulfill the client needs. The scammer era and competitor technology have been a threats for the company because it will difficult the collecting data process and give possibility for the company to loss the future project.

The strategy that can be recommend is the company can build the client trust by improving the security system with modern technology. Other than that, the company can use the high security information as unique selling proposition to attract the client. The company also can take the proactive measure to counter the scammer such as implementing robust data privacy.

STUDENT'S PROFILE



**MUHAMMAD AIMAN
IRFAN BIN AZHAR**

ENTHUSIASTIC MARKETING STUDENT

My Contact



Hard Skill

- Marketing Research
- Market Analysis
- Marketing strategy
- Microsoft (Word, Excel, Powerpoint, Teams)
- Advertising (Hard sell and Soft sell)

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING 2020 - Present
University Technology Mara (UiTM), Malaysia
CGPA: 3.13 / 4.00 (Semester 1 - 4)

SELANGOR MATRICULATION COLLEGE
University Technology Mara (UiTM), Malaysia
CGPA: 3.00 / 4.00

REFERENCES

MUHAMMAD FAIRUZ BIN JAMIL (MR.) NOR HAMIZA BINTI MOHD NOOR (MRS.)
Lecturer UiTM Bandaraya Melaka Senior Lecturer UiTM Bandaraya Melaka

About Me

I am currently a BA in Marketing Student from UiTM Bandaraya Melaka. A person that really committed and dedicated to complete the task particularly in excellence result. Self-involvement in various programs especially as a program director through my studies years gives the opportunities for me to be keen in interpersonal skill and leadership skill. Natural independence in me push me to be someone that eager to experience new things while balancing my studies with flying color results.

ORGANIZATIONAL INVOLVEMENT

Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Iltihad Trading and Resources SDN BHD - 2021/2022

Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Teja Honey By MASMED UiTM - 2022

Supreme Council (Treasurer) for Marketing Students' Association (MASA), organizing the transactions in and out from MASA account - 2020/2021

Program Director for Forum: How to Be A Genius with 300 viewers in YouTube MASA UiTM KBM - 2021

Achievements

- | | |
|-------------|--|
| 2018 | SPM AWARD 6A, 3B AND 2 C
(A in Mathematics and Science, B in Additional mathematics) |
| 2016 - 2018 | Top 7 in Chess Tournament MSSD 2016
Top 3 In Chess Tournament MSSD 2018
Top 50 in international Chess Tournament in 2017 |
| 2022 | Bronze Medal in Virtual-Melaka International Intellectual Exposition 2022 |
| 2022 | Winner Of Innovation Project In Entrepreneurship subject |

3.0 Company Background

Info Survey Group, founded in 1998 by the respected Mr. Peter Chaw, brings together the sharpest and savviest marketing specialists to aid organizations that grasp the basic value of client demands. They enhance their customers' crucial decision making with critical research data straight from their target population, therefore complementing their clients' marketing team.

Mr. Chaw has over 20 years of marketing expertise, including a decade spent aiding a world-class consulting business specialized in Strategic Marketing and Marketing Research in Australia. Over the past 15 years, he has also led numerous customized marketing research projects for large organizations (including most Malaysian telcos, banks, and financial institutions - Maxis, Perodua, Toyota, Citibank, HSBC Bank, Astro, Guinness, Caltex, Microsoft, and many others) in highly competitive industries, such as positioning research, pricing studies, advertisement concept testing, product and service quality research, and more.

Mr. Chaw launched the "Malaysian Automotive Industry: Customer Satisfaction and Loyalty Index Tracking Survey" with seven major Malaysian automotive businesses in 2000, to great success and for many years to come. Along with Dr. Chia, he was also renowned as the pioneer who presented Telekom Malaysia to its first Customer Satisfaction Index Research. Mr. Chaw finally established Info Survey Group to assist both local and worldwide businesses in doing results-driven marketing research.

ISG has been providing meaningful and timely market research solutions to a wide range of local and worldwide firms and organizations for over 20 years. The company's demonstrated accomplishments in practically every area have constantly garnered it new clients through word-of-mouth, particularly those from competitive industries such as banking and finance, insurance, telecommunications, and automotive.

Vision

Be recognized and the best world wide research marketing company that the top firm can rely -on, and return to, all their market research analysis needs.

Mission

Help their client to make the smartest marketing decisions best meet their customers demand with their reliable research and accurate analysis everytime.

ACHIEVEMENT

ISG pioneered the Annual Customer Satisfaction Index for the Malaysian Automotive Industry, and is currently on the panel of appointed marketing researcher for several large MNCs, including Toyota, Ambank, Perodua, Nissan and The Gallup Organization.

ISG has also previously represented Yankee Group of USA, a premier research and planning services company specializing in IT and telecommunications industry.



ORGANIZATIONAL CHART

CEO OF INFO
SURVEY GROUP

MR. PETER CHAW

RESEARCH
MANAGER

MISS OLIVIA CHAW

FIELD WORK
MANAGER

MISS ASHLEY ONG

QUALITY CONTROL
MANGER

MISS CHERRIE CHAW

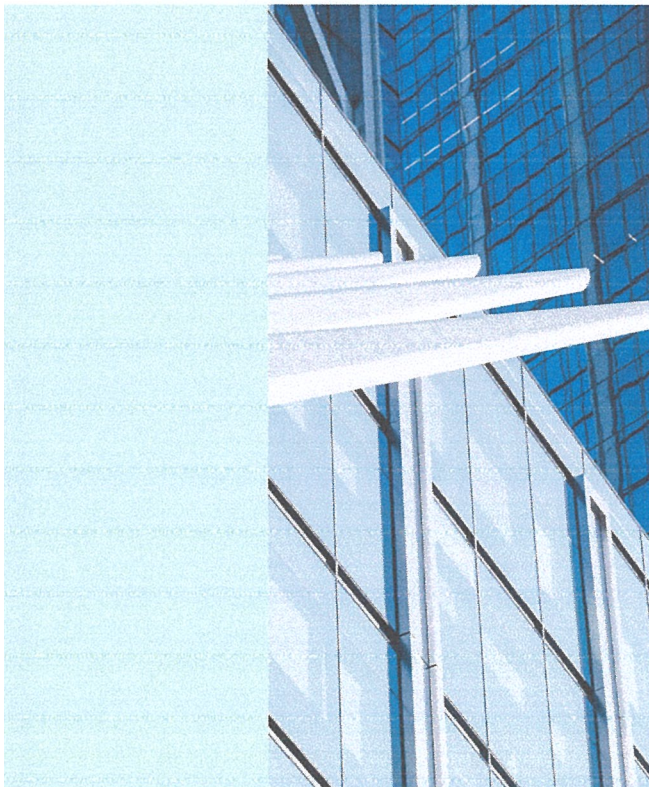
HUMAN
RESOURCE
MANAGER

MISS HAREENA FATINI

COMPANY PRODUCT



The nature of the service provided is collecting and analysis the data to help other company establish their perfect solution to improve their marketing plan and management. The collecting data have been spread in two ways that is quantitative and qualitative method.



QUALITATIVE METHOD

Based on focus group, in-depth interview, recruitment and moderation



QUANTITATIVE METHOD

CATI, CAPI, Online, Face-To-Face Survey, Car Clinics and Mystery Shopping



DATA ANALYSIS

SPSS method

4.0 TRAINING REFLECTION

JOB SCOPE

- Assist Research Manager / Executive in administrative work
- Assisting in project management / quality control
- Assisting in statistical analysis and report preparation
- Conducting phone interview to collect customer's opinion
- Ad-hoc assignments from time to time

KIA BRUNEI PROJECT

The things that I have been done during my Internship is develop the questionnaire for the survey for KIA BRUNEI project. I have been appoint as project leader to complete the task during 14 June to 14 July period. I learn how to know what is the right question to give while doing the survey and many things and the right method that can be use for the question. Survey Monkey can make the work for design questionnaire easily and many fuction can be use compared with the google forms method.

INCENTIVES AND WORKING TIME

The allowance for a month is RM1000 basic + RM200 based on the performance. This allowance is more than enough for me because the internship place is also near with my house that is around 8 -10 minute from my home. I don't have to care about the house rent and expenses for my food. The working hours is 9.30 a.m. to 6.30 p.m.

The company always make the celebration for the public celebration such as Chinese New Year and Hari Raya.



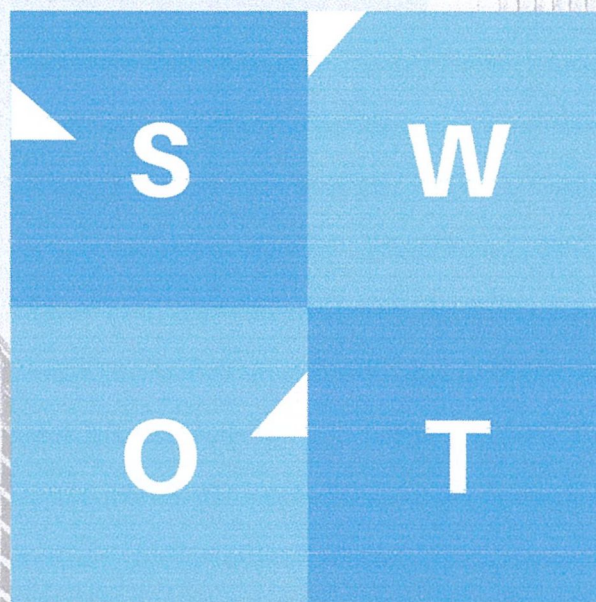
4.0 SWOT ANALYSIS

STRENGTHS

High teamwork communication
High security level of information

WEAKNESSES

Lack of manpower
Connection with power supply



OPPORTUNITIES

Be a well-known company
Build long term relationship
with client.

THREATS

Possibility considered as
scammer
Competitor's technology



Strengths

High teamwork communication

The manager and supervisor are always taking a good care about their worker to ensure the performance meet their expectation. The management always thinking about how to motivate the worker and the solution about the problem that have been occurs during work. The committed manager through their worker enhances the good relationship between the worker and management that can make the worker do their best to meet their key performance index every day.

Teamwork between the supervisor and the interviewer is very important to achieve the target. Every day, each interviewer will be given a target from the supervisor to achieve the completion set by the client. For example, supervisors will give more targets to interviewers who have good communication skills compared to other interviewers. For interviewers who lack communication skills, a low target will be given so that the interviewer does not feel burdened and less stressed.

The commitment that has been given by all of the interviewer make the supervisor to easy to conduct the project and did not feeling burden to think about have to achieve her daily goals. The strong relationship among the interviewer makes the good environment for all to work as a team and always discuss when there is a mistake or problem that was to be solved and improve in the future.



Strengths

High Security Level Of Information

The security for the company can be considered as high because all of the section in the office have been provided by CCTV. All of the papers and note that have been write in the office cannot bring outside the office to ensure no personal data of the client has been published by the employer. The company also not allowed their employees to reveals about their personal information to respondent during collecting data process by record the conversation during interview section. If the information been revealed, the employer will responsible 100% about the punishment that will be give. The employer have been provided with the privacy and confidentiality letter that each employer have to sign before start collecting data or make the survey.

The recording will be hear by QC manager to ensure the data that have been collected is valid and no crucial mistake and information have been publish during communicate with the client. The paper that have been use in the office will be scratched after the project over. The employer that break the rules and regulation of the company, will be sue under Personal Data Protection Act 2013. Only the allowed person can access the room because the door have been provided with humerus password code access. The access code will be change based on the situation. The employer always be advice and warning by research manager to protect all of the data about client to the people when have been ask.

WEAKNESSES

Lack of Manpower

First weakness that have been found at company is lack of interviewer. Every day the supervisor will appoint achievement for each interviewer to achieve every day target which is 50 completion per day. Each interviewer has their own way when conducting a survey with respondents to collect their satisfaction using a product. Because of this, every day there are interviewers who can achieve more than 6 and less than 6 completions. The less interviewer, the more achievement for each interviewer to achieve.

The requirements of the interviewer set by the company are very high because most of the interviewees are too picky about the job and have no patience for the job. The field of market research requires a lot of patience to attract respondents to answer the survey conducted. This is also because nowadays, many people use technology to communicate which causes less communication skills when talking to respondents.

Info-Survey Group(M) Sdn Bhd only have around 20 interviewer to reach thousand completion based on the client needs. This can make the interviewer feel burden because have to get bit high of completion in a day and will affect their work performance.

WEAKNESSES



Connection with power supply

Secondly, Info-Survey Group(M) Sdn Bhd is located at Wisma Rampai where the internet connection is not satisfactory. The survey conducted needs to use a strong internet connection and be done by phone because all data from respondents is collected by online. If the internet connection is not satisfactory, it will affect the line on the phone where the voice from the respondent is interrupted. The survey that conducted from interviewer can be half way if the internet not in a good connection so the possibility to the respondent pick-up the phone is low to continue the survey.

Low connection of the internet can affect to the interviewer to get low completion because the router and the modem need to restart to stable the connection. To stable the internet connection needs to take at least 5-10 minutes. In addition, the weather also plays an important role when conducting surveys. If it rains heavily, the internet connection will be cut off, causing the interviewer to be less able to get completion at that time.



OPPORTUNITY

Be a well-known company

The company can be a well-known company because the employer always aware about maintain the good communication with client that can build the trust among the people to complete the survey. The good performance and good attitude of the employer during interview session can make the respondent feel the survey company is a good company to help conducting the survey for other company. The trust can be affecting the company in the future project because the respondent has thought their personal information will be protected during the interview session.

The communication skills of the employers also will increase time to time because when make the survey, it is require the interviewer to speak in multi language at the same time increase their knowledge and communication skills. This can give an opportunity for the company to achieve high quality of the survey.

The more communication with the customer, more possibility for the company name to be spread by word-of mouth. The positive word of mouth can make the company having the good reputation in the mind of the respondent and ease the company to reaching the customer by following the quota to fulfil client needs. The name of the company can be increased by using the fluent communication and persuasive skill that have been trained by the company to their employer before project started. Taking the correct action to encounter respondent answer will make the respondent more trust to do the survey and the name of the company will be more well-known as the trusted market research company.

OPPORTUNITY



Build Strong Relationship With Client

The company have opportunity to build the strong relationship will client when the client's needs can be achieved in the meantime. The performance of the company can ensure that many company feeling trust to give the project to the market research company, the good interaction with the client can make the client feeling comfort to negotiate the project with the company and feel secure to give their customer to reach by the company to conduct the survey. The performance and effort that have been put can be the crucial part that evaluated by the client to ensure the work with the right partner.

The commitment that have been give by employers will be the main factor for the company to achieve client target. The good performance in completing the task will drive the client to put high trust to the company to handle other project in the future. This also can increase the reputation of the company among the client through the good feedback of the client towards the company.

THREATS

Possibility to be considered as scammer

As with any business or industry, market research companies are not exempt from the possibility of being associated with fraudulent or unethical practices. The threat of being considered a scammer can have significant consequences for a market research company's reputation, credibility, and overall success. Several factors can contribute to this perception, and it's essential for market research companies to be aware of and address them proactively.

Possibility to be considered as a scammer is high due to the survey conducted by a phone call. Possibility to the respondent did not answer the phone because of scammers are getting more and more nowadays. Scammers these days have taken the opportunity to find the victim and take the victim's money over the phone. It can also change the respondent's mindset when every time they get a call from an unknown number, they will think the number is a scammer. For example, some respondent did mention to the interviewer that the name of phone number appears as a scammer or spamming when the respondent using the application such True Caller and Get Contact.

This unstable line is also the factor that can make the respondent feel insecure to give feedback. When the line and connection have been interrupted, the possibility for the respondent for answer the phone again will decrease. It is because the respondent think that the interviewer do it in purpose just to collect their personal data. For examples, the scammers nowadays can collect the respondent personal data based on the duration of the call that have been made.

THREATS



Competitor's technology

Competitor's technology can indeed pose a significant threat to a market research company. In today's rapidly evolving business landscape, technological advancements can disrupt traditional market research practices and create new challenges for companies in the industry. Competitors may develop advanced data collection tools and analytical platforms that provide more comprehensive and real-time insights. This can make the market research company's existing data collection methods seem outdated and less attractive to clients.

The usage of modern technologies can increase work productivity because many of the systems are very useful to ease the management of the data that has been collected. The competitor's technology, such as a laptop that can allow for a phone call, was very useful to decrease the usage of the power supply because there is no need to use the phone. Info-Survey Group (M) Sdn. Bhd. still uses the phone to make the survey, which can consume a high usage of power supply that can cause the loss of power sometime.

Modern technology gives advantages to the competitor to gain more trust from the client in terms of the security of the personal data and can increase the possibility for the company to take on future projects.

TOWS ANALYSIS

1. S-O (Strengths-Opportunities) Strategies:

- Leverage high teamwork communication to build long-term relationships with clients, enhancing the company's reputation and solidifying its position in the market.
- Use the high security level of information as a unique selling proposition to attract potential clients and build a strong company name known for data protection and confidentiality.

2. S-T (Strengths-Threats) Strategies:

- Mitigate the possibility of being considered a scammer by emphasizing the company's commitment to transparency, ethical practices, and compliance with industry standards. Highlight the high security level of information as evidence of trustworthiness.
- Invest in upgrading and integrating competitor-resistant technology to maintain a competitive edge in the market.

3. W-O (Weaknesses-Opportunities) Strategies:

- Address the lack of manpower by outsourcing certain tasks or hiring skilled personnel to build long-term relationships with clients and cater to their needs effectively.
- Utilize the strong company name (once built) to attract potential investors, clients, or partners who can help address the connection with power supply issue.

4. W-T (Weaknesses-Threats) Strategies:

- Address the lack of manpower by implementing automation and technology solutions, reducing dependence on human resources and minimizing the impact of competitor's technology advancements.
- Take proactive measures to counter the possibility of being considered a scammer, such as implementing robust data privacy measures, gaining relevant certifications, and being transparent in all interactions.



1. S-O (Strengths-Opportunities) Strategies:

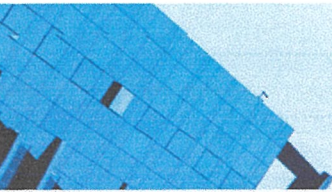
- Leverage high teamwork communication to build long-term relationships with clients, enhancing the company's reputation and solidifying its position in the market.

Leveraging high teamwork communication to build long-term relationships with clients is an essential strategic approach for a market research company to enhance its reputation and secure a strong position in the market. High teamwork communication implies that the company's employees work well together, collaborate efficiently, and have clear channels of communication. This extends not only within the company but also to the interactions with clients. Effective communication is vital in understanding clients' needs, objectives, and preferences for the research projects.

- Use the high security level of information as a unique selling proposition to attract potential clients and build a strong company name known for data protection and confidentiality.

Using the high security level of information as a unique selling proposition (USP) is a strategic approach that market research companies can adopt to differentiate themselves in the market and build a strong reputation for data protection and confidentiality. Blockchain innovation is a transformative innovation that destroys competence because the technological innovation would obsolete the existing one (Arjun & Suprabha, 2020; J. Gao, Wang & Shen, 2020).

Clients value trustworthiness in their research partners. By positioning the market research company as a guardian of data privacy and confidentiality, the company builds trust and credibility, making it an attractive choice for clients who prioritize data security.



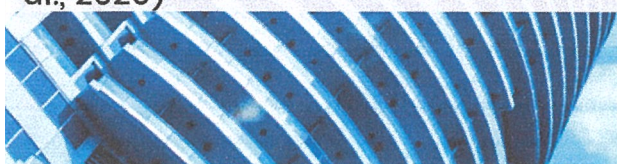
. S-T (Strengths-Threats) Strategies:

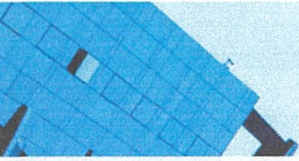
- Mitigate the possibility of being considered a scammer by emphasizing the company's commitment to transparency, ethical practices, and compliance with industry standards. Highlight the high security level of information as evidence of trustworthiness.

Organizations may prevent misbehavior, fraud, and regulatory breaches through strong internal controls. This concept emphasizes the necessity of building a framework that promotes rulefollowing. The compliance model requires comprehensive risk management mechanisms. Risk management helps detect hazards to an organization's operations, finances, and reputation. The compliance model integrates risk management with governance, allowing firms to identify and minimize risks using methodical procedures. (Nietsch, Michael. 2019).

- Invest in upgrading and integrating competitor-resistant technology to maintain a competitive edge in the market.

The rapid expansion of information and communication technologies and an increase in digitalization has changed businesses and affected companies' collaboration and corporate sustainability activities in many industries (Zhang et al., 2019; Shang et al., 2020; Ulucak & Khan, 2020; Lozano et al., 2021) Upgraded technology often comes with improved efficiency and accuracy in data collection and analysis processes. By utilizing advanced tools and software, the market research company can conduct research more quickly and deliver more accurate and reliable insights to its clients. The economic sustainability of e-business refers to an increase in the operational and innovation performance of companies, which can be achieved through improvements in asset utilization, reduced time to get products to markets, and quick responses to customer demands (Paştiu et al., 2020)





3. W-O (Weaknesses-Opportunities) Strategies:

- Address the lack of manpower by outsourcing certain tasks or hiring skilled personnel to build long-term relationships with clients and cater to their needs effectively.

The company can identify non-core or repetitive tasks that can be outsourced to specialized service providers. This allows the internal team to focus on high-value activities and client interactions. Outsourcing tasks like data entry, transcription, or survey programming can be cost-effective and efficient. In the financial services major incentives to provide cybersecurity are domestic regulations and labor market self-regulation (Catota et al., 2019)

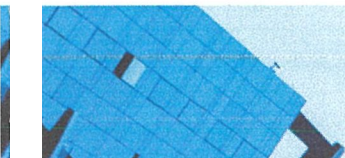
The company can strategically recruit skilled and experienced personnel to strengthen its workforce. Hiring additional research analysts, project managers, or data scientists can increase the company's capacity to handle more projects and provide deeper insights to clients.

- Utilize the strong company name (once built) to attract potential investors, clients, or partners who can help address the connection with power supply issue.

Utilize the company's strong reputation to form partnerships with other organizations, such as technology providers or research facilities, which have reliable power infrastructure. Such partnerships can offer access to backup resources and ensure continuity of research operations.

According to Belaid et al. (2021), a correct estimation of the convenience represents an incentive for both private citizens and public authority in co-investing for improving energy efficiency.





4. W-T (Weaknesses-Threats) Strategies:

- Address the lack of manpower by implementing automation and technology solutions, reducing dependence on human resources and minimizing the impact of competitor's technology advancements.

The company can invest in automation and advanced technology solutions that streamline research processes, data analysis, and reporting. By automating repetitive tasks and data processing, the company can reduce its dependence on human resources, allowing its workforce to focus on higher-value tasks and client interactions. Utilizing cutting-edge technology can also enhance the company's overall research capabilities, making it more competitive in the market.

Deep learning algorithms, smart objects and the Internet of Things (IoT) are particularly useful for businesses operating across borders as they can foster more productive coordination and cooperation (Cooke et al., 2019)

- Take proactive measures to counter the possibility of being considered a scammer, such as implementing robust data privacy measures, gaining relevant certifications, and being transparent in all interactions.

To counter the possibility of being considered a scammer, the market research company can adopt a proactive approach. Strengthen data privacy policies and protocols to protect client information and ensure compliance with data protection regulations. Implement secure data storage and transmission practices to instill confidence in clients regarding data security.

Recent interdisciplinary advancements in information systems literature that highlight the need to review societal and individual consequences of digitalization on individual and social welfare (e.g. Clemons & Banattar, [2018](#); Clemons & Wilson, [2018](#); Osterle, [2020](#))

CONCLUSION

As a conclusion, Info-Survey Group must focus in both of the success factor that is skillful employer and modern technology. This factor can drive to the successful of the company. The company also must follow the trend of the economy to ensure there will a competitive advantages between the company and competitors. The company can sustain in the market field if there is a strong factor or good reputation among the people and clients. The modern technology such as A.I can improve the productivity in collection data process and make the result more accurate.

The management should spend some money as incentive to their employer to continue their study that will give benefits for the company in the future. The knowledge is very important to make the innovation and gain creative idea in improving company performance and reputation. This method can ensure the company success in future in the field of research marketing.

In a nutshell, The company that compete in market research field must put more effort and think the idea to gain the trust among people because of the scammer era that make the company difficult to gain the trust among the client and respondent. The effective and creative planning can drive the successful of the company and can motivated the employers to do their best for the company.

REFERENCES

Cooke, F. L., Liu, M., Liu, L. A., & Chen, C. C. (2019). Human resource management and industrial relations in multinational corporations in and from China: Challenges and new insights. *Human Resource Management*, 58(5), 455–471. <https://doi.org/10.1002/hrm.21986>

Fateh Belaïd a, a, b, Abstract This research investigates the cost-effectiveness of energy performance measures in French residential buildings. We develop an empirical approach based on a multivariate statistical approach and Cost-Benefit analysis. The strength of this research, Bardhan, A., Barr, S., Becchio, C., Belaïd, F., Bernard, J. T., Friedman, C., Galassi, V., Guardigli, L., Jaffe, A., Kendel, A., Kumbaroğlu, G., Lévy, J. P., Liu, Y., Luddeni, G., Ortiz, J., ... Stocker, E. (2021, January 17). *Exploring the cost-effectiveness of energy efficiency implementation measures in the residential sector*. *Energy Policy*. <https://www.sciencedirect.com/science/article/abs/pii/S0301421520308338>

Catota, F., Morgan, M., & Sicker, D. C. (2019). Cybersecurity education in a developing nation: The Ecuadorian environment. *Journal of Cybersecurity*, 5, 1-19. <https://doi.org/10.1093/cybsec/tyz001>

Arjun, R., & Suprabha, K. R. (2020, September 1). *Innovation and challenges of Blockchain in banking: A scientometric view*. Inicio. <https://reunir.unir.net/handle/123456789/12760>

Nietsch, M. (2019). *Compliance und soziale verantwortung im unternehmen 4. Wiesbadener compliance-tag der ebs law school - center for corporate compliance*. Nomos.

Pas Țiu, C. A., Oncioiu, I., Gârdan, D. A., Maican, S. Ș., Gârdan, I. P., & Muntean, A. C. (2020). The perspective of E-business sustainability and website accessibility of online stores. *Sustainability*, 12(22), 9780.

Clemons, E. K., & Banattar, J. (2018). Regulating online privacy: Some policy guidelines, including guidelines for international harmonization. *Proceedings of the 51th Hawaii International Conference on System Sciences (HICSS)*. <https://doi.org/10.24251/HICSS.2018.667>

REFERENCES

- Clemons, E. K., & Banattar, J. (2018). Regulating online privacy: Some policy guidelines, including guidelines for international harmonization. *Proceedings of the 51th Hawaii International Conference on System Sciences (HICSS)*, pp. 6677–6686. <https://doi.org/10.24251/HICSS.2019.799>
- Cooke, F. L., Wood, G., Wang, M., & Veen, A. (2019). How far has international HRM travelled? A systematic review of literature on multinational corporations (2000–2014). *Human Resource Management Review*, 29(1), 59–75. <https://doi.org/10.1016/j.hmr.2018.05.001>
- Christofi, M., Vrontis, D., Thrassou, A., & Shams, S. R. (2019). Triggering technological innovation through cross-border mergers and acquisitions: A micro-foundational perspective. *Technological Forecasting and Social Change*, 146, 148–166. <https://doi.org/10.1016/j.techfore.2019.05.026>