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ABSTRACT
Vietnam is a key player in the ASEAN digital economy, focusing on digital integration and collaboration. The ASEAN Digital Integration Framework Action Plan 2019-2025 and the ASEAN Digital Masterplan 2025 outline the policy landscape for digital integration. ASEAN member states have signed agreements and memorandums of understanding to foster cooperation in the digital economy. However, challenges such as skill gaps, cyber security, and regulatory gaps need to be addressed. The Digital Economy Partnership Agreement (DEPA) is seen as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific region. ASEAN has been actively involved in global and regional discussions on cybersecurity, aiming to galvanize regional states into collective action against malicious cyber activities. The 20th Asian Economic Community council adopted the Bandar Seri Begawan Roadmap (BSBR) to accelerate ASEAN’s economic recovery and digital economy integration in October 2021. This article also applies a qualitative method with secondary data. Modular Digital Economy Agreements (DEA) may be an appropriate model for facilitating digital trade alignment with international trading partners.

INTRODUCTION
ASEAN is actively working towards digital integration and collaboration in the digital economy. The region has been focusing on developing digital infrastructure and regulations. The ASEAN Digital Integration Framework Action Plan 2019-2025 and the ASEAN Digital Masterplan 2025 outline the policy landscape for digital integration. ASEAN member states have also signed agreements and memorandums of understanding to foster cooperation in the digital economy. However, challenges such as skill gaps, cyber security, and regulatory gaps need to be addressed. The Digital Economy Partnership Agreement (DEPA) is seen as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific.
ASEAN has been actively involved in global and regional discussions on cybersecurity. It has made concerted efforts to galvanize regional states into collective action against malicious cyber activities. ASEAN member states recognize the need for a secure digital environment for their national security, stability, and economic growth. ASEAN has implemented cyber security policy initiatives through institutions like ASEAN and APEC. These initiatives aim to address the complex challenge of cyber security in the Asia-Pacific region. ASEAN has engaged in cybersecurity cooperation with other countries such as Japan, China, and South Korea. However, the depth and scope of cooperation vary depending on factors like threat environment and like-mindedness on cyber norms.

Boasting the fastest growing internet market in the world, association of southeast asian nations (ASEAN) is accelerating into the digital economy (Cheung & Taojun, 2023). Gaining insight into the approach taken to address these challenges necessitates an examination of the progression of the organization’s policy environment, which is essentially delineated in the ASEAN digital integration framework action plan 2019-2025 and subsequent publications like the ASEAN Digital Masterplan 2005 (Chen et al., 2023). It is substantiated that the implementation of the Digital Trade Agreement between the United Kingdom of Great Britain and Northern Ireland and Ukraine is complicated by the lack of national legislation regarding electronic document management in cross-border trade; the slow pace of implementation of international legislation, for example, on personal data protection; the existence of differences in the legislative approaches of the European Union and the United Kingdom of Great Britain and Northern Ireland regarding certain issues of trade in goods and services etc (Hudima et al. (2023).

Meltzer (2023) said Free Trade Agreements (FTAs) and agreements pertaining to the Digital Economy Agreements (DEAs) are placing more emphasis on regulating the effects of AI on global commerce. Special sophisticated models of digital trade regulation, including the next generation of digital economy agreements, as well as on specific types of legal innovation, like the Comprehensive and Progressive Agreement For Transpacific Partnership (CPTPP) (Burri, 2023). A comprehensive, integrated, and well-coordinated strategy is required for inclusive and rapid digital transformation, according to the ASEAN leaders’ statement on advancing digital transformation, which was released at the regional level. The 20th Asian Economic Community council formally adopted the Bandar Seri Begawan Roadmap (BSBR): an Asean digital transformation agenda to accelerate Asean’s economic recovery and digital economy integration in October 2021. By 2025, the leaders decided to start the process of negotiating a Digital Economy Framework Agreement (DEFA).

Given that Malaysia’s digital capabilities vary in readiness across important areas, modular Digital Economy Agreements (DEAs) may be an appropriate model for facilitating digital trade alignment with international trading partners (Ngoc Anh Nguyen et al., 2023). Given the importance of their current economic relationship and similar digitalization goals on SMEs and commerce, Singapore and Malaysia stand to gain much from more policy convergence on digital economy standards. Ngoc Anh Nguyen et al., (2023) said in many ways, Vietnam is heavily dependent on the efficient functioning of a larger international institutional and legal framework, according to research on Vietnamese legislation and the practical application of significant patent and copyright rules.

ASEAN Plus Three (South Korea, Japan, and China) have engaged in cybersecurity cooperation with ASEAN through capacity building and assistance activities. They have leveraged their cyber capabilities to compete for influence in the region. This collaboration aims to enhance...
cybersecurity in ASEAN and establish national information policy and cybersecurity strategy. The EU has cooperated with ASEAN and critical cyber states such as Japan, China, and the Republic of Korea (JCREO) on cybersecurity. The depth and scope of EU cooperation vary based on factors such as threat environment and like-mindedness on cyber norms. Despite divergent ideological views, like-mindedness facilitates greater depth of interaction in the cyber domain. ASEAN recognizes the need for an open, secure, stable, accessible, and peaceful information and communication technologies environment for digital economy development. They aim to ensure effective international cooperation by involving the private sector, academia, and civil society organizations.

METHODS

This qualitative study adopts a thematic analysis approach to examine secondary data sources related to the digital economy, ASEAN integration, and Vietnam. Data sources include academic literature, government reports, policy documents, industry analyses, and media sources. The analysis focuses on identifying recurring themes, patterns, and trends within the data, with particular attention to the implications of ASEAN integration for Vietnam’s digital economy. By triangulating information from diverse sources, this study aims to provide a comprehensive and nuanced understanding of the research topic.

A comprehensive literature review will be conducted to gather secondary data from academic journals, government reports, policy briefs, and industry publications related to the ASEAN Digital Economy Framework Agreement (DEFA), digital economy trends in ASEAN, and Vietnam’s digital landscape. Key themes to be explored include the objectives and provisions of the DEFA, the role of digital technology in ASEAN integration, Vietnam’s digital readiness, and the potential impacts of the DEFA on Vietnam’s economy and society. Documents such as official statements, policy documents, and agreements related to the ASEAN DEFA will be analyzed to gain insights into the goals, strategies, and implementation mechanisms outlined in the agreement. Additionally, national-level policies and initiatives in Vietnam pertaining to digital transformation, e-commerce, data governance, and cybersecurity will be examined to understand Vietnam’s preparedness and priorities in the context of the DEFA.

LITERATURE REVIEW

ASEAN Digital Economy Framework Agreement (DEFA)

Digital trade governance in ASEAN is shaped by the complexity and fragmentation of the regulatory. The Digital Economy Partnership Agreement (DEPA) is seen as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific. While ASEAN-led preferential trade agreements (PTAs) like the Regional Comprehensive Economic Partnership Agreement (RCEP) and the ASEAN Ecommerce Agreement may appear less ambitious compared to Western-led PTAs, they are relevant and suited to foster digital trade integration in the region. The United States and European Union have differing approaches to data flows regulation, which impacts digital trade rulemaking. Modular Digital Economy Agreements (DEA) could be a suitable format for digital trade alignment between Malaysia and global trade partners. The governance of digital trade is fragmented, with different approaches taken by the United States, European Union, China, and India. Digital trade governance in ASEAN is influenced by regional agreements, differing regulatory approaches, and the need for cooperation and consistency in digital trade rules.
The key principles and regulations governing digital trade in ASEAN can be understood by examining the strategies and agreements implemented by ASEAN members. The Digital Economy Partnership Agreement (DEPA) is highlighted as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific. ASEAN’s initiatives with respect to electronic commerce are also discussed, with a focus on the prospects of digital trade-related rules in the future ASEAN-EU agreement. Additionally, the need for guidance for digital competition law and policy in the ASEAN region is emphasized, considering the distinctive objectives and varying levels of law enforcement among member states. It is important to address regulatory heterogeneity and encourage regulatory coherence to mitigate fragmentation of the global digital economy. These insights provide a comprehensive understanding of the key principles and regulations governing digital trade in ASEAN.

The ASEAN Digital Economy Framework Agreement (DEFA) is a topic of interest in the academic literature. While there is no specific abstract that directly addresses the future of the DEFA, there are several abstracts that provide insights into the digital economy in ASEAN and the challenges it faces. ASEAN’s digital economy has impressive potential but also considerable challenges. The ASEAN Digital Integration Framework Action Plan 2019-2025 and the ASEAN Digital Masterplan 2025 outline the grouping’s strategies to address these challenges. The readiness of ASEAN member states to enter digital economy collaborations varies. A framework has been developed to assess countries’ readiness based on the modules in digital economy agreements (DEAs) initiated by Singapore. The issues affecting ASEAN’s digital economy collaboration include the absence of a universal definition for digital economy, data availability, infrastructure, and regulatory gaps.

Framework has been developed to assess countries’ readiness to enter digital economy collaborations, considering factors such as digital infrastructure and regulations. Simulation exercises have been conducted to project economic outcomes resulting from regional collaborations. ASEAN member countries, including India, have signed Memorandums of Understanding (MoU) to foster cooperation in the digital economy (Rahman & Mukherjee, 2023). However, challenges such as the absence of a universal definition for the digital economy and regulatory gaps need to be addressed. The Digital Economy Partnership Agreement (DEPA) is highlighted as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific region (Corning, 2022). Modular Digital Economy Agreements (DEAs) are seen as a suitable format for digital trade alignment between countries with varying digital capabilities.

The DEFA assesses the current state of digital infrastructure and regulations in ASEAN member states. This component focuses on the readiness of countries to enter digital economy collaborations. The DEFA includes specific modules for collaboration in areas such as 5G, Internet of Things (IoT), smart cities, disaster management, and mobile communication. These modules aim to foster cooperation and address areas that need improvement (Sin, 2023). The DEFA seeks to align policies across economies to maximize the benefits of digital regional trade. This includes harmonization of rules and standards in areas such as artificial intelligence, data regulations, and open government data. The DEFA follows the architecture of Singapore’s DEAs with its trading partners, which assess countries’ readiness to enter digital economy collaborations. These agreements aim to align policies and standards to maximize the benefits of digital regional trade (Chheang & Heng, 2021).
The ASEAN region is experiencing rapid growth in its digital economy, with the potential for significant economic impact. Several ASEAN member states, including Indonesia, Malaysia, the Philippines, Vietnam, and Cambodia, are actively working to grow their digital economies. However, there are challenges to digital integration in the region, such as cyber security and skill gaps. To address these challenges, ASEAN has developed policy frameworks like the ASEAN Digital Integration Framework Action Plan 2019-2025 and the ASEAN Digital Masterplan 2025. Additionally, there are ongoing efforts to foster cooperation in the digital economy between ASEAN member countries and India (Rahman & Mukherjee, 2023). Modular Digital Economy Agreements (DEAs) have been proposed as a suitable format for digital trade alignment between Malaysia and global trade partners (Chan, 2023). The ASEAN region is actively working towards digital integration and collaboration to harness the potential of the digital economy.

The digital economy in ASEAN has a significant impact on job creation and employment opportunities, as highlighted in the available abstracts. The effects of the digital economy on job creation are explored in one abstract, which emphasizes the need to understand the implications of the Fourth Industrial Revolution (4IR) on skilled employment. It suggests that skill flows, both digital and physical, are of strategic importance for growth and inclusiveness in the region. DEAs, aimed at improving the interoperability of digital systems among countries, have positive impacts on the output of the information and communication technology (ICT) sector and inter-regional trade. They also increase the demand for skilled labor in the ICT sector, highlighting the importance of reskilling the workforce (Zhi et al., 2023). While ASEAN countries are accelerating into the digital economy, there are challenges to overcome. Some countries may need to improve their digital infrastructure, regulations, and skills to fully participate in digital economy collaborations.

The key challenges faced by ASEAN countries in harmonizing regulations for digital trade include the complexity and fragmentation of digital trade governance, variations in digital development levels and policy preferences across countries, differing stances on data flows regulation, regulatory barriers to trade, and the slow move towards ASEAN integration. Obstacles such as distinctive objectives of competition law and dissimilar levels of law enforcement among member states hinder the provision of digital policy guidance. ASEAN could leverage modular digital economy agreements to align digital trade with global partners. Harmonization of legal and regulatory frameworks among member nations is necessary to facilitate e-commerce activities and reap the benefits of the ASEAN market.

**Vietnam's Digital Economy Potential**

Vietnam has experienced significant industrial and business development in recent years, with a favorable business environment and increasing foreign direct investment. However, to fully capitalize on the opportunities presented by the 4th industrial revolution, Vietnam needs a comprehensive national strategy that focuses on key factors such as human resources, policies, and infrastructure. The Southern Key Economic Region has emerged as a vibrant industrial production region, with significant growth in industrial space and development. The Vietnamese government has implemented industrial policies to promote the textile and garment industry but has faced challenges in their implementation and competition from China. Despite growth, Vietnam's industry still faces challenges such as an imbalance in industrial structure and a lack of supporting industries.

Technological innovation has a positive impact on the financial performance of medium and large firms in Vietnam. Successful firms are constantly creating and distributing new technological
innovations and rapidly applying them to new technologies and products. Companies with higher technology absorption capacity and dominance in domestic or foreign markets tend to have higher technology demand in the Vietnamese technology market. Additionally, companies with lower internal R&D productivity tend to require higher external technology demand. Technological innovation has a positive impact on the total labor of Vietnamese SMEs, leading to a higher rate of skilled labor and a lower rate of unskilled labor in firms.

Vietnam understands that achieving its aim of becoming one of the high-income nations by 2045 would need a number of factors, including the digital transformation of its economy (Hanh, 2023). It has a highly internet-connected ICT infrastructure, the lowest cost of internet connection in the area, and a high internet penetration rate. Vietnam’s digital economy is exemplified by the ICT industry due to these attributes. In 2020, the ICT sector generated $112 billion in income, of which almost 78% came from exports of items manufactured for the ICT industry. The Vietnamese government is tackling infrastructure, financial, and technical challenges as well as legal restraints (Chuc & Anh, 2023). To further facilitate this change, however, more e-government capabilities and legal reforms are required.

The region’s complexity and heterogeneity of digital trade governance influence digital trade governance in Vietnam. Although Vietnam has tried to deploy digital trade facilitation measures, compared to other ASEAN countries, its implementation is developing more slowly. Through enhancements to its framework for the digital economy, science and technology promotion, taxation policies, and support for small and medium-sized businesses, the government has supported the digital transformation of businesses. Vietnam has a thriving ICT industry that is a leading exporter of ICT goods, showcasing the country’s digital economy. Vietnam still has issues with low levels of digital payments, a population with low levels of digital skills, and low levels of digital adoption at the firm level. Vietnam is moving forward and recognizes the significance of the digital revolution, but there are still challenges to be solved.

Vietnam’s digital economy has significant potential for growth and development. The country’s ICT sector is a highlight of its digital economy, with high revenue and exports of ICT manufacturing goods (Hanh, 2023). Vietnam is also well-connected in terms of ICT infrastructure, with high internet penetration and affordable internet access. However, there are some weaknesses that need to be addressed, including low digital payments, a low population with digital skills, and low digital adoption at the firm level. The digital economy in Vietnam has been consistently expanding, with the ICT sector contributing significantly to its growth (Vu & Nguyen, 2023). The government has taken steps to support digital transformation, but challenges remain, such as technical, financial, and regulatory constraints for businesses (Chuc & Anh, 2023). Overall, Vietnam’s digital economy has the potential for further progress, but it requires continued efforts to address existing challenges and promote digital transformation.

Vietnam’s digital economy growth is driven by several key sectors. The ICT sector, particularly foreign-invested ICT hardware manufacturing, contributes roughly 50% to Vietnam’s digital economy (Hanh, 2023). It is a highlight of Vietnam’s digital economy, with significant revenue and exports of ICT manufacturing goods. The MHM sector plays a crucial role in Vietnam’s economic development, including its digital economy. Figure 1 shows the idea of the digital economy. Factors such as digitalization and human capital have a positive influence on the growth of the MHM sector.
The non-ICT sectors also contribute to Vietnam’s digital economy, with quantifiable contributions from backward linkages and digital transformation (Vu & Nguyen, 2023).

Increased investment in ICT infrastructure and adoption is strongly correlated with economic growth and productivity (Hanh, 2023). Vietnam’s ICT industry makes a substantial contribution to the digital economy, especially regarding foreign-invested ICT hardware production (Vu & Nguyen, 2023). The country has high internet penetration and affordable internet access. Vietnam’s digital economy has been expanding consistently, with a significant contribution from the ICT sector (Vu & Nguyen, 2023). The core digital economy and digitalized economy have both grown rapidly in recent years (Duc et al., 2023) However, there are still areas that need improvement, such as low digital payments, limited digital skills, and low digital adoption at the firm level.

Government policies play a crucial role in supporting the digital transformation and innovation of small and medium enterprises (SMEs) in Vietnam (Mai et al., 2023). The government’s support for innovation and information technology capabilities of SMEs has a positive impact on their performance. However, further legal reforms, strengthening of digital human resources, and enhancement of e-government capabilities are needed to foster digital transformation (Chuc & Anh, 2023).

**ASEAN Digital Economy Framework Agreement (DEFA) : Opportunities for Vietnam**

The ASEAN Digital Economy Framework Agreement (DEFA) presents opportunities for Vietnam to enhance its digital economy. Vietnam has a strong foundation in the digital economy, with a rapidly growing Internet market and a well-connected ICT infrastructure. However, there are areas that Vietnam needs to address, including low digital payments, a low population with digital skills, and low digital adoption at the firm level (Hanh, 2023). To fully benefit from the DEFA, Vietnam should focus on improving these weaknesses. The government has already taken steps to support digital transformation through legal reforms, promotion of science and technology, and SME assistance (Chuc & Anh, 2023). Additionally, Vietnam’s potential in the digital economy is distinctive in the Indochina region (Volintiru et al., 2017). By leveraging the opportunities provided by the DEFA and addressing its weaknesses, Vietnam can further accelerate its digital economy growth and contribute to the overall development of ASEAN’s digital economy.

Vietnam recognizes the importance of digital transformation in achieving its goal of becoming a high-income economy by 2045. The country’s ICT sector is already a highlight of its digital economy, with high Internet penetration and affordable Internet access. However, Vietnam needs to address weaknesses such as low digital payments, a low population with digital skills, and low digital adoption at the firm level (Hanh, 2023). The book on ASEAN’s digital economy assesses the potential economic impact of digital economy agreements (DEAs) and the readiness of member states, including Vietnam, to grow the digital economy (Cheung & Taojun, 2023). The book highlights the strengths and weaknesses of Vietnam in terms of digital infrastructure and regulations. Collaborating with other ASEAN member states through the DEFA, Vietnam can enhance its digital connectivity and infrastructure.

Vietnam’s response to China’s growing technological presence in Southeast Asia, particularly through the Digital Silk Road (DSR), has been varied (Nguyen, 2023). Vietnam has not signed any official agreement under the Belt and Road Initiative (BRI) framework and has opted out of Huawei
technology. This suggests that Vietnam may be open to exploring alternative partnerships and collaborations, such as the DEFA, to enhance its digital infrastructure and connectivity.

**Challenges for Vietnam**

Vietnam’s digital economy is growing rapidly, with a strong ICT sector and high Internet penetration. However, there are three weaknesses that Vietnam needs to address: low digital payments, a low population with digital skills, and low digital adoption at the firm level. The complexity and fragmentation of digital trade governance shape the digital trade strategies of ASEAN members like Vietnam. Vietnam, along with Singapore and Indonesia, navigates between the regulatory approaches of the United States and China. The Digital Economy Partnership Agreement (DEPA) is seen as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific (Corning, 2022). China’s Digital Silk Road (DSR) initiative aims to expand its influence in digital and technological development across Asia. Vietnam, as an ASEAN member, has responded to China’s growing technological presence in Southeast Asia. Vietnam has not signed any official agreement under the Belt and Road Initiative (BRI) framework and has opted out of Huawei technology (Nguyen, 2023). Vietnam faces challenges in areas such as digital payments, digital skills, and digital adoption. Navigating the complexity of digital trade governance and managing China’s influence are also important considerations for Vietnam’s participation in the ASEAN Digital Economy Framework Agreement (DEFA).

Vietnam faces several key challenges in implementing the ASEAN Digital Economy Framework Agreement (DEFA). Vietnam needs to address the low adoption of digital payment methods. This could hinder the growth of the digital economy and limit the benefits of the DEFA. Vietnam also faces a challenge in terms of the low number of people with digital skills (Hanh, 2023). This could impact the country’s ability to fully leverage the opportunities provided by the DEFA, Vietnam needs to address these challenges to fully implement the ASEAN Digital Economy Framework Agreement and realize the potential benefits of digital transformation. Vietnam’s ICT sector is a highlight of its digital economy, with high revenue and being among the top ten global exporters of ICT goods. Vietnam has relatively well-connected ICT infrastructure with high internet penetration and affordable internet access. However, Vietnam faces challenges in terms of low digital payments, a low population with digital skills, and low digital adoption at the firm level. The ASEAN DEFA aims to accelerate the digital economy in the region, and Vietnam is one of the member states assessed for readiness in digital economy collaborations.

Vietnam’s participation in the ASEAN Digital Economy Framework Agreement (DEFA) has had a significant impact on its digital trade and economic growth. Vietnam has made enormous efforts to adopt digital measures to facilitate trade and has performed slightly better than the average level of ASEAN countries in terms of digital trade facilitation. The ICT sector is a highlight of Vietnam’s digital economy, with its revenue reaching $136 billion in 2021. Vietnam is also one of the top ten global exporters of ICT goods (Hanh, 2023), Vietnam’s potential in the digital economy is distinctive in the Indochina region, and it has been identified as one of the fastest-growing digital economies in Southeast Asia. Please see in Figure 2 the opportunities and challenges for Vietnam.

The digital start-up ecosystem in Vietnam, particularly in the high-tech sector, has been thriving, with initiatives like the Quang Trung Software City supporting digital startups. Blockchain technology has also gained attention in the Vietnamese business context, with its potential to enhance trust, security, and transparency. There are challenges that Vietnam needs to address, such
as low digital payments, a low population with digital skills, and low digital adoption at the firm level. The government has been providing support for digital transformation through improvements in the digital economy framework, science and technology promotion, taxation regime, and SME assistance. Vietnam has created a favorable business environment for digital startups, but there are still areas that require further development and support.

Quang Trung Software City (QTSC) is a critical case in Vietnam’s high-tech start-up ecosystem. It has delivered several facilitators to digital start-ups, contributing to the growth of Vietnam’s tech start-ups. While startups usually settle in cities, digital start-ups are not as bound to local access and can move from urban to rural regions. Business incubators play a valuable role in supporting digital start-up evolution, but their efforts are constrained by the lack of a consistent roadmap. In South Africa, the start-up ecosystem is thriving, but challenges exist that hinder its development. The development of digital entrepreneurship faces problems such as regulatory, personnel, investment, infrastructure, technical, and organizational issues. The success of cities in nurturing start-ups depends on various factors, and lessons from successful cities can be applied to boost local start-up activity.

CONCLUSION

Vietnam is a key player in the ASEAN digital economy, with the country focusing on digital infrastructure and regulations. The ASEAN Digital Integration Framework Action Plan 2019-2025 and the ASEAN Digital Masterplan 2025 outline the policy landscape for digital integration. However, challenges such as skill gaps, cyber security, and regulatory gaps need to be addressed. The Digital Economy Partnership Agreement (DEPA) is seen as a key venue for increasing cooperation and consistency of digital trade rules in the Asia-Pacific region. ASEAN has been actively involved in global and regional discussions on cybersecurity, aiming to galvanize regional states into collective action against malicious cyber activities. The Digital Trade Agreement between the UK and Ukraine is complicated by lack of national legislation and slow pace of international legislation. A comprehensive, integrated, and well-coordinated strategy is required for inclusive and rapid digital transformation. The 20th Asian Economic Community council adopted the Bandar Seri Begawan Roadmap (BSBR) to accelerate ASEAN economic recovery and digital economy integration.

REFERENCES


