

Innovative Approaches to SDG Integration in Business Operations

**The Thirteenth International Conference
on Entrepreneurship and Business Management**
November 14th, 2024 | Jakarta, Indonesia

Organized by

Business Management Study Program,
Master of Business Management Study Program,
and Doctoral Study Program of Management



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Program Book

Innovative Approaches to SDG Integration in Business Operations (ICEBM 2024)

Universitas Tarumanagara
Jakarta - Indonesia



REPORT FROM THE COMMITTEE CHAIR OF THE 13th ICEBM UNTAR 2024

"Good morning, everyone, and welcome to the Thirteenth International Conference on Entrepreneurship and Business Management (ICEBM) UNTAR 2024. This year's conference theme is Innovative Approaches to SDG Integration in Business Operations. This international conference is held and organized annually by Management Department, Master of Business Management Program, and Doctoral Study Program of Management Universitas Tarumanagara, Jakarta, Indonesia.

It is truly an honor to gather here with so many esteemed colleagues, experts, and leaders from across the world, united by a common purpose: to explore, discuss, and advance innovative ways to integrate the United Nations Sustainable Development Goals into the core of business operations. Our co-hosts for The Thirteenth ICEBM UNTAR 2024 are Kun Shan University, Taiwan; INTI International University, Malaysia; Tunku Abdul Rahman University of Management and Technology, Malaysia; and from Indonesia we have support from Universitas Ciputra, Surabaya; Universitas Mahasaraswati, Bali; and Universitas Bunda Mulia, Jakarta.

We are living in a time of unprecedented challenges—and opportunities. The SDGs provide us with a powerful framework to address global issues, from poverty and inequality to climate change and responsible resource consumption. But turning these goals into tangible actions, especially in the business sector, requires creative thinking, collaboration, and above all, commitment. This conference serves as a platform for exactly that. Over these two days, we will share ideas, learn from successful case studies, and work together to create actionable strategies that support both business success and societal well-being.

We are fortunate to have with us an incredible lineup of speakers who bring a wealth of experience from academia and industry. We have Dr. Mothilal DaSilva, CEO, Co-Founder of Internet Plus Asia, Sri Lanka; Assoc. Prof. Wong Chee Hoo from INTI International University, Malaysia; Dr. Charles Saerang as a Jamu expert and Indonesian Chamber of Commerce and Industry advisor. They are here to share their insights and inspire us with real-world examples of SDG-driven business operations.

Finally, I would like to extend my heartfelt thanks to the organizing committee, our co-hosts, our speakers, and each of you for being here. Your participation signifies a commitment to creating lasting change, and I am confident that our discussions will not only be impactful but also actionable.



Last but not least, we would like to send our gratitude to :

- Rector of Universitas Tarumanagara, Prof. Dr. Amad Sudiro, S.H., M.H, M.Kn., M.M.
- Chairman of Tarumanagara Foundation, Prof. Dr. Ariawan Gunadi, S.H., M.H.
- All reviewers, authors, and committees, for making this conference successfully.

We look forward to having another collaborations in the future. Thank you once again for being here. Let us make this conference a meaningful experience for all, and let's work together to make sustainable business practices a reality. Welcome, and let's get started!"

Committee Chairperson
Dr. Hetty Karunia Tunjungsari



OPENING SPEECH FROM THE DEAN OF FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS TARUMANAGARA

Honorable:

**The Rector of Universitas Tarumanagara
Keynotes & Speakers of Plannery Session
Distinguish Presenters and All participants**

Good morning

Thanks to God, for giving us the health that we can meet together at Tarumanagara University Campus 2, in Jakarta. Ladies and gentlemen, welcome to the prestigious event of 13th International Conference on Entrepreneurship and Business Management (13th ICEBM) hosted by The Faculty of Economics & Business, Tarumanagara University. Warm greeting to all of you.

Thanks a lot I have to say to the committee of ICBEM for hard working and good arrangement, that make this event successfully held. Thank you very much also for big contribution from our best friends, all Co-Host: Kun Shan, Tunku Abdulrahman University of Management & Technology, INTI International University, Universitas Bunda Mulia, and Universitas Mahasaraswati. And also thanks a lot to you as presenters and participants. Hopefully, all of us could take the advantage of this event.

For the time being, 13th ICBM proposes a theme: "Innovative Approach to SDG Integration in Business Operations". I think most of us agree if I say, this theme is good and relevant with current situation, and in the near future. As we know, the Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

According to the United Nation report, with just six years remaining, current progress falls far short of what is required to meet the SDGs. Without massive investment and scaled up action, the achievement of the SDGs — the blueprint for a more resilient and prosperous world and the roadmap out of current global crises — will remain elusive. In the Climate goal, for instance, in 2023 was the warmest year on record, with global temperatures nearing the critical 1.5°C threshold. Greenhouse gas emissions and atmospheric CO₂ oncentrations continue to reach new highs. Fossil fuel subsidies hit a record high globally in 2022-- exceeding \$1.5 trillion.



Therefore, innovation and creativity are needed in the operations of various types of industries, so that the remaining six years can realize the goals of the SDGs. I am confident there will be many ideas from the presentations of the innovative and creative presenters that can be utilized to help achieve the SDGs by 2030.

Hopefully, this Conference will find many great ideas to promote in achieving SDG target through innovation and creativity of companies operation.

Have an excellent Conference. Thank you very much.

Dean of Faculty of Economics and Business
Prof. Dr. Sawidji Widoatmodjo, S.E., M.M., M.B.A.



OPENING SPEECH FROM THE RECTOR OF UNIVERSITAS TARUMANAGARA

“International Conference on Innovative Approaches to SDG Integration in Business Operations”

Distinguished guests, esteemed speakers, partners, and colleagues from around the world,

Good morning/afternoon to all of you, and a very warm welcome to this Thirteenth International Conference on Entrepreneurship and Business Management. We warmly welcome you all here, in Universitas Tarumanagara, our beloved campus and the one of the oldest and greatest private university in Indonesia.

It is truly an honor to be here with such a remarkable gathering of thought leaders, innovators, policymakers, and professionals who are all committed to the shared goal of advancing the United Nations Sustainable Development Goals (SDGs) through business practices.

The SDGs, as we all know, present a global blueprint to achieve a better and more sustainable future for all by 2030. They cover a wide range of critical issues, including eradicating poverty, reducing inequality, and tackling climate change. But achieving these goals requires much more than government action or civil society mobilization—it demands a fundamental shift in the way businesses operate, make decisions, and contribute to society.

In recent years, we've seen businesses take more responsibility in this space, moving beyond corporate social responsibility (CSR) to embedding sustainability into their core operations. This shift is no longer optional; it is imperative. The world is looking to businesses not only to create economic value but to act as key drivers of social and environmental change.

Our theme today—Innovative Approaches to SDG Integration in Business Operations—reflects this transformation. We are gathered here to explore new ideas, share successful models, and identify how businesses, large and small, can accelerate progress toward achieving the SDGs.

Over the next few days, we will be hearing from global leaders in sustainability, experts in corporate innovation, and representatives from various sectors who are pioneering exciting approaches to sustainability. From circular economy models and social impact investments to digital innovations and inclusive business strategies, the discussions we will have are geared toward finding actionable solutions that can make a tangible impact.



I encourage all of you to use this conference as an opportunity not just to learn and network, but to challenge yourselves and others. We need bold thinking and collective action to overcome the complexities we face in achieving the SDGs. Let this conference be a platform for collaboration, where new partnerships are formed, and fresh ideas can flourish.

In closing, I would like to thank all of our sponsors, partners, and organizers for making this event possible. A special thank you to our distinguished speakers who will be sharing their knowledge and insights. And to each one of you, thank you for your dedication and commitment to creating a sustainable future. Your participation is a vital part of the solution.

Together, we can turn ambition into action, and action into impact. Let's make this conference not only a place for dialogue but a driving force for real change in how businesses contribute to a sustainable world.

Thank you, and I look forward to the enriching discussions ahead.

Rector

Prof. Dr. Amad Sudiro, S.H., M.H., M.Kn., M.M.



TIME AND VENUE

Conference held on November 14th , 2024

Conference Venue:

Auditorium 2nd Floor Hall B
Campus II, Universitas Tarumanagara
Jl. Tanjung Duren Utara No.1
Jakarta Barat – 11470
Indonesia

Join Zoom Meeting

Meeting ID: 876 6178 0058
Passcode: Untar65



SPEAKERS

KEYNOTE SPEAKER

Dr. Mothilal De Silva

CEO, Co-Founder of Internet Plus Asia

Assoc. Prof. Dr. Wong Chee Hoo

INTI International University, Malaysia

Charles Saerang, Ph.D

Jamu Expert, Owner of PT JMK



STEERING COMMITTEE

Prof. Dr. Amad Sudiro, S.H., M.H., M.Kn., M.M.

Prof. Dr. Sawidji Widoatmodjo, S.E., M.M., M.B.A.

Dr. Keni, S.E., M.M.

ORGANIZING COMMITTEE

Chairperson : Dr. Hetty Karunia Tunjungsari, S.E., M.Si.

Vice Chairperson : Didi Widya Utama, S.T., M.T., Ph.D.

Secretary : Dr. Frangky Selamat, S.E., M.M.

Dr. Ida Puspitowati, S.E., M.E.

Treasurer : Dr. Lydiawati Soelaiman, S.T., M.M.

Program : Rorlen, S.E., M.M.

Dr. Mei le, S.E., M.M.

Proceeding : Dr. Keni, S.E., M.M.

Dr. Galuh Mira Saktiana, S.E., M.Sc.

Logistic : Dr. Miharni Tjokrosaputro, S.E., M.M.

Dra. Thea Herawati Rahardjo, M.M.

Publication and Website : Viny Christanti Mawardi, S.Kom., M.Kom.

Documentation : Agustinus Yulianto



SCIENTIFIC COMMITTEE

| | |
|--|---|
| Dr. Teoh Ai Ping | : Universiti Sains Malaysia, Malaysia |
| Lin Tian, Ph.D. | : Fudan University |
| Dr. Alex Yi – Chang Chen | : Kun Shan University, Taiwan |
| Dr. Tsai Shieunt Han | : Kun Shan University, Taiwan |
| Dr. Cheng Lung Li | : Kun Shan University, Taiwan |
| Dr. Lee Li Yeuh | : Kun Shan University, Taiwan |
| Dr. Linda Lin Chin Lin | : Kun Shan University, Taiwan |
| Dr. Sharayu Bhakare | : Symbiosis College of Arts and Commerce, India |
| Tran Toan Thang, Ph.D. | : Central Institute for Economics Management, Vietnam |
| Prof. Dr. Amy Yeo Chu May | : Tunku Abdul Rahman University of Management and Technology |
| Dr. Tay Lee Chin | : Tunku Abdul Rahman University of Management and Technology |
| Dr. Mavis Chew Poh Ling | : Tunku Abdul Rahman University College, Malaysia |
| Dr. Wong Mei Foong | : Tunku Abdul Rahman University College, Malaysia |
| Dr. Kwek Choon Ling | : Tunku Abdul Rahman University College, Malaysia |
| Dr. Elishia Loo Po – Lynn | : Tunku Abdul Rahman University College, Malaysia |
| Dr. Putu Kepramareni | : Universitas Mahasaraswati, Indonesia |
| Dr. I Gede Cahyadi Putra | : Universitas Mahasaraswati, Indonesia |
| Dr. I Wayan Rustiarini, S.E., M.Si., Ak. | : Universitas Mahasaraswati, Indonesia |
| Prof. Dr. Ariawan Gunadi, S.H., M.H. | : Universitas Tarumanagara, Indonesia |



Prof. Dr. Amad Sudiro, S.H., M.H., : Universitas Tarumanagara, Indonesia
M.Kn., M.M.

Dr. Ade Adhari, S.H., M.H. : Universitas Tarumanagara, Indonesia

Prof. Ir. Carunia Mulya Firdausy, : Universitas Tarumanagara, Indonesia
M.ADE., Ph.D.

Dr. Hetty Karunia Tunjungsari : Universitas Tarumanagara, Indonesia

Dr. Indra Widjaja : Universitas Tarumanagara, Indonesia

Dr. Miharni Tjokrosaputro : Universitas Tarumanagara, Indonesia

Dr. Keni : Universitas Tarumanagara, Indonesia

Dr. Galuh Mira Saktiana, M.Si. : Universitas Tarumanagara, Indonesia

Dr. Verawati : Universitas Tarumanagara, Indonesia

Dr. Hendro Lukman, S.E.,M.M., CPMA, : Universitas Tarumanagara, Indonesia
CA, CPA (Aust.)

Dr. Cokki : Universitas Tarumanagara, Indonesia

Dr. Herlin Tundjung Setijaningsih : Universitas Tarumanagara, Indonesia

Dr. Sriwati : Universitas Tarumanagara, Indonesia



CONFERENCE SCOPE

Policy

Good Governance and Public Policy
Economic Policy
International Trade Policy
Consumer Protection

Socioeconomics

Technopreneurship
Business, and Global Trade Issues
Consumer Services and Decision-Making

Law

Human Rights and Justice Issues in Business Practices
Intellectual Property Rights
Business Ethics
Legal Issue in General Business

Sustainability

Sustainable Development and Ecological Justice
Innovation for The Future
Sustainable Consumption
Sustainable Environment and Quality of Life



CONFERENCE PROGRAM

THE 13TH INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

Thursday, 14th November 2024

Venue: Jakarta (Hybrid)

Time Zone : GMT + 7 (Jakarta Time)

| Time | Program |
|---|---|
| 08.00 – 09.00 | 13 th ICEBM Zoom Registration <i>Innovative Approaches to SDG Integration in Business Operations</i> |
| 09.00 – 09.30 | Opening Ceremony: <ul style="list-style-type: none"> Traditional Dance National Anthem Report from Committee Chair: Dr. Hetty Karunia Tunjungsari |
| 09.30 – 09.40 09.40 – 09.50 | Opening Speech: <ul style="list-style-type: none"> Prof. Dr. Ariawan Gunadi, S.H., M.H. (Tarumanagara Foundation) Prof. Dr. Amad Sudiro, S.H., M.H., M.Kn., M.M. (Rector of Universitas Tarumanagara) |
| 09.50 – 10.00 | Certificate Presentation (Co-Host) |
| 10.30 – 11.00 11.00 – 11.30 11.30 – 11.50 | Keynote Speaker: <ul style="list-style-type: none"> Dr. Mothilal De Silva (CEO, Co-Founder of Internet Plus Asia) Assoc. Prof. Dr. Wong Chee Hoo (INTI International University, Malaysia) Charles Saerang, Ph.D. (Jamu Expert, Owner of PT JMK) <p>Question and Answer Session</p> <p>Moderator : Dr. Dra. Paula Tjatoerwidya Anggarina, M.M. (Head of Public Relation UNTAR)</p> |
| 11.50 – 12.00 | Certificate |
| 12.00 – 13.00 | Break |
| 13.00 – 15.00 | Parallel Session I |
| 15.00 – 15.15 | Break |
| 15.15 – 17.15 | Parallel Session II |



PARALLEL SESSION SCHEDULE

Thursday, November 14th, 2024



PARALLEL SESSION 1

Room 1 (C. 404)

Time : 13.00 – 15.00 WIB

Session Chair : Prof. Dr. Yeo Chu May Amy

| Time | Authors | Title | Institutions |
|---------------|---|---|--|
| 13.00 - 13.08 | <ul style="list-style-type: none"> • Yeo Chu-May Amy • Lee Ee Chee • Ong Yu Yan | Does Age Really Matter? The Influencing Role of Cognitive and AI-Enabled Mobile Banking Apps on Sustained Usage Intentions | <p>Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia</p> <p>Chin Hin Group Bhd, Malaysia</p> <p>Asia Pacific University, Malaysia</p> |
| 13.08 - 13.16 | <ul style="list-style-type: none"> • Tay Lee Chin • Yeo Chu May Amy • Chow Poh Ling | A Conceptual Framework for Identifying Sustainable Business Practices of Malaysian Small and Medium Enterprises (SMEs) | Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia |
| 13.16 - 13.24 | <ul style="list-style-type: none"> • Yeo Chu-May Amy | Exploring an ESG Sustainability Framework for Higher Education: A Malaysian Perspective | Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia |
| 13.24 - 13.32 | <ul style="list-style-type: none"> • Mavis Chow Poh Ling • Rachel Ham Rui Qian • Amy Yeo Chu May | Reduced Inequalities (SDG10) through Employees Engagement and Corporate Culture | Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia |
| 13.32 - 13.40 | <ul style="list-style-type: none"> • Chow Poh Ling • Phuah Kit Teng | Exploring the Dynamics of Employment Constructs: A Multi-National Analysis between Malaysia and Indonesia | Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia |
| 13.40 - 13.48 | <ul style="list-style-type: none"> • Darren Jonathan • Hetty Karunia Tunjungsari | The Influence of Brand Awareness and Brand Image on Purchase Intention Mediated by Perceived Value and Brand Trust among Users of the Happyfresh E-Commerce Platform in Jakarta | Universitas Tarumanagara, Indonesia |
| 13.48 - 13.56 | <ul style="list-style-type: none"> • Salsabilla Ayundha Martsha Buana • Hetty Karunia Tunjungsari | Exploring Factors Influencing Tourist Experience: A Case Study of Yogyakarta, Indonesia | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 1

Room 1 (C. 404)

Time : 13.00 – 15.00 WIB

Session Chair : Prof. Dr. Yeo Chu May Amy

| | | | |
|---------------|---|---|-------------------------------------|
| 13.56 - 14.04 | <ul style="list-style-type: none"> • Helen Angelina • Frangky Selamat | Representation of Women in Advertising on Consumer Purchase Decisions through Brand Image in Beauty Products | Universitas Tarumanagara, Indonesia |
| 14.04 - 14.12 | <ul style="list-style-type: none"> • Vinnie Willyanto • Hetty Karunia Tunjungsari | How User-generated Content Affects Tourist Loyalty Behaviour at Cultural Heritage Sites in Indonesia | Universitas Tarumanagara, Indonesia |
| 14.12 - 14.20 | <ul style="list-style-type: none"> • Adhelia Angkasa • Arifin Djakasaputra | Factors Influencing Purchase Intention with Brand Awareness as a Mediator on Skincare Products | Universitas Tarumanagara, Indonesia |
| 14.20 - 14.28 | <ul style="list-style-type: none"> • Rachel Michaela • Frangky Selamat | How Brand Image and Augmented Reality Affect Purchase Decisions in Online Marketplace | Universitas Tarumanagara, Indonesia |
| 14.28 - 14.36 | <ul style="list-style-type: none"> • Vinnetti Ratna Sari • Lydiawati Soelaiman | Enhancing Generation Z's Role as Digital Natives and Creative Minds in Entrepreneurship through Self-Efficacy | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 1

Room 2

Time : 13.00 – 15.00 WIB

Session Chair : Alexander Robert, B.A., M.Sc.

| Time | Authors | Title | Institutions |
|---------------|--|---|---|
| 13.00 - 13.08 | <ul style="list-style-type: none"> Djujono Widjaja | Stakeholder Pressures and the Adoption of Sustainability Report Assurance: An Analysis of Indonesia's Voluntary Practices | Universitas Tarumanagara, Indonesia |
| 13.08 - 13.16 | <ul style="list-style-type: none"> Tay Lee Chin Tay Lee Chee | A Review on Mobile Electronic Waste Recycling Among Malaysian Users | Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia |
| 13.16 - 13.24 | <ul style="list-style-type: none"> Phuah Kit Teng Cokki Khoong Tai Wai Ow Mun Waei | They're Healthy, They're Sustainable Alternative Food Sources. Why don't Malaysians and Indonesians Eat More Bugs? | Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia Universitas Tarumanagara, Indonesia |
| 13.24 - 13.32 | <ul style="list-style-type: none"> Andreas Wijaya Tannia Lelly Christin Rendy Andrian Ferron Wijaya | Unleashing Potential: The Influence of Agile Leadership and Workforce Agility on Adaptive Performance, with Perceived Organizational Support as a Key Moderator | Universitas Bunda Mulia, Indonesia |
| 13.32 - 13.40 | <ul style="list-style-type: none"> Yeo Wei Ming Keni Keni | The Influence of Self-Control, Financial Literacy, and Risk Tolerance on Students' Investment Decisions in Financial Instruments | Universitas Tarumanagara, Indonesia |
| 13.40 - 13.48 | <ul style="list-style-type: none"> Ferdian Budiarto Keni Keni Andreawan Honora | Utilizing a Modified Theory of Planned Behavior Framework to Predict Singaporeans' Intention to Buy Electric Vehicles | Universitas Tarumanagara, Indonesia UWA Business School, Australia |
| 13.48 - 13.56 | <ul style="list-style-type: none"> Alain M Warisadi Keni Keni | The Influence of Social Environment, Financial Attitude, and Income on the Saving Behaviour of Students in Melbourne | RMIT University, Melbourne, Australia Universitas Tarumanagara, Indonesia |
| 13.56 - 14.04 | <ul style="list-style-type: none"> Siti Yasmina Zubaedah Felicia Yudi Laura Caroline Jocelyn Welly | Digital Platforms as Provisions for Energizing Entrepreneurship in Spicy Food Businesses | Universitas Bunda Mulia, Indonesia |



PARALLEL SESSION 1

Room 2

Time : 13.00 – 15.00 WIB

Session Chair : Alexander Robert, B.A., M.Sc.

| | | | |
|---------------|--|--|-------------------------------------|
| 14.04 - 14.12 | <ul style="list-style-type: none"> • Desi Arisandi • Dyah Erny Herwindiati • Cokki | The Influence of User Recommendations and System Recommendations on Consumer Purchase Intention | Universitas Tarumanagara, Indonesia |
| 14.12 - 14.20 | <ul style="list-style-type: none"> • Andreas Wijaya • Tannia • Lelly Christin • Rendy Andrian • Ferron Wijaya | Towards Net-Zero: A Comprehensive Carbon Footprint Assessment for Sustainable Business Practices | Universitas Bunda Mulia, Indonesia |
| 14.20 - 14.28 | <ul style="list-style-type: none"> • Siti Yasmina Zubaedah • Elizabeth Patricia • Jason Chen | Journey into Business Model Agility: How Coffee-drinking Behavior Shape-shifts the Landscape | Universitas Bunda Mulia, Indonesia |
| 14.28 - 14.36 | <ul style="list-style-type: none"> • Alexander Robert • Livia Evangeline Florencia • Oktaviani • Michelle | Interplay Between Government and Producers in the Sustainable Packaging Ecosystem – A Systematic Literature Review | Universitas Bunda Mulia, Indonesia |
| 14.36 - 14.44 | <ul style="list-style-type: none"> • Patricia Kartika Surya | Key Factors Driving Turnover Intention among Gen-Z Staff Auditors in Jakarta's Accounting Firm | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 1

Room 3

Time : 13.00 – 15.00 WIB

Session Chair : M. Agung Saryatmo, Ph.D.

| Time | Authors | Title | Institutions |
|---------------|---|---|--|
| 13.00 - 13.08 | <ul style="list-style-type: none"> Sugih Rahmansyah Agustinus Purna Irawan | The Role of Digital, Innovation, and Marketing Capabilities on Firm Performance: A Dynamic Capability Approach | Universitas Tarumanagara, Indonesia |
| 13.08 - 13.16 | <ul style="list-style-type: none"> Kigunawan Agustinus Purna Irawan Haris Maupa | Journal the Influence of Management Conflict on Hotel Performance through Innovation Capability In Hotels at Dki Jakarta | Universitas Tarumanagara, Indonesia |
| 13.16 - 13.24 | <ul style="list-style-type: none"> Ferry Irawan Cindy Calista Ervin Mohammad Agung Saryatmo Syed Muntasir Husain Bokhari | Factors Influencing Job Application Interests for Generation Z in Jakarta | Universitas Tarumanagara, Indonesia Asian Institute of Technology, Thailand |
| 13.24 - 13.32 | <ul style="list-style-type: none"> Ronaldo Setiawan Chaleblim Silvanus Tirta Zardiana Mohammad Agung Saryatmo Sarina Abdul Halim Lim | The Influence of Flexible Policies, Company Reputation and Accommodation on Employee Retention in the Digital Era (Study of Network Companies in South Jakarta) | Universitas Tarumanagaram Indonesia Universiti Putra Malaysia, Malaysia |
| 13.32 - 13.40 | <ul style="list-style-type: none"> Ai Ling Grisvian Irvan Budiman Christian Valerie Mohammad Agung Saryatmo Hélio Brites da Silva | The Effect of Competence, Motivation, and Job Satisfaction on Employee Performance at XYZ Bank in Tanjung Pinang | Universitas Tarumanagara, Indonesia Dili Institute of Technology, Timor Leste |
| 13.40 - 13.48 | <ul style="list-style-type: none"> Cecilia Dintia Linda Santioso | The Effect of Sales Growth, Leverage, Company Size, and Profitability on Tax Avoidance in Consumer Non-Cyclical Companies | Universitas Tarumanagara, Indonesia |
| 13.48 - 13.56 | <ul style="list-style-type: none"> Angelica Laurence Sanny Ekawati | The Influence of Social Media Marketing and Celebrity Endorsement on Purchase Intention through Brand Awareness | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 1

Room 3

Time : 13.00 – 15.00 WIB

Session Chair : M. Agung Saryatmo, Ph.D.

| | | | |
|---------------|---|---|-------------------------------------|
| 13.56 - 14.04 | <ul style="list-style-type: none"> • Elviana • Louis Utama | The Impact of Consumer Animosity on Boycott Intentions towards Mcdonald's: Examining The Influence of Cognitive-Affective Evaluation | Universitas Tarumanagara, Indonesia |
| 14.04 - 14.12 | <ul style="list-style-type: none"> • Katty Angelica • Louis Utama | Factors Affecting the Purchase Intention of Iphone Products among Tarumanagara University Students | Universitas Tarumanagara, Indonesia |
| 14.12 - 14.20 | <ul style="list-style-type: none"> • Angel Natalia • Louis Utama | The Factors Influencing Purchase Intention among Consumers of Skintific Products | Universitas Tarumanagara, Indonesia |
| 14.20 - 14.28 | <ul style="list-style-type: none"> • Mikael Satriohantoro • Tommy Setiawan Ruslim | The Impact of Green Brand Positioning, Attitude, Environmental Concern, Green Brand Knowledge toward Green Purchase Intention of MR Products in Jakarta | Universitas Tarumanagara, Indonesia |
| 14.28 - 14.36 | <ul style="list-style-type: none"> • Darrell Christopher • Tommy Setiawan Ruslim | The Influence of Price, Product Quality, and Corporate Image on Customer Loyalty Mediated by Customer Satisfaction at Shell Fuel Stations in Jakarta | Universitas Tarumanagara, Indonesia |
| 14.36 - 14.44 | <ul style="list-style-type: none"> • Meina Sabatina • Herlin Tundjung Setijaningsih | Analysis Of The Impact Of The Initial Implementation Of Psak 115 On Real Estate Companies In Asia And Indonesia | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 1

Room 4

Time : 13.00 – 15.00 WIB

Session Chair : Dr. Herlin Tundjung Setijaningsih, S.E., Ak., M.Si., CA.

| Time | Authors | Title | Institutions |
|---------------|--|--|-------------------------------------|
| 13.00 - 13.08 | <ul style="list-style-type: none"> • Clarissa Eunike Kusumajaya • Merry Susanti | Determinants of Capital Structure: Evidence From Food and Beverage Companies in Indonesia | Universitas Tarumanagara, Indonesia |
| 13.08 - 13.16 | <ul style="list-style-type: none"> • Esperansya Desmonda Woen • Herlin Tundjung Setijaningsih | The Influence of Industry Type, Environmental Management Performance, and Carbon Intensity on Carbon Emission Disclosure | Universitas Tarumanagara, Indonesia |
| 13.16 - 13.24 | <ul style="list-style-type: none"> • Amas Augustian Harahap • Herlin Tundjung Setijaningsih | The Effect of the Implementation of Professional Ethics and Emotional Intelligence on Decision Making for BPK RI Auditors of Riau Islands Province | Universitas Tarumanagara, Indonesia |
| 13.24 - 13.32 | <ul style="list-style-type: none"> • I Made Pahangga Palwaguna • Herlin Tundjung Setijaningsih | The Analysis of Factors Affecting Sustainability Report Disclosure Among IDX-Listed Health Companies for the Period of 2021-2023 | Universitas Tarumanagara, Indonesia |
| 13.32 - 13.40 | <ul style="list-style-type: none"> • Andreas Bambang Daryatno • Linda Santioso | The Influence of Independence, Accountability and Audit Fee on Audit Quality | Universitas Tarumanagara, Indonesia |
| 13.40 - 13.48 | <ul style="list-style-type: none"> • Linda Santioso • Andreas Bambang Daryatno | The Effect of Digitalization of Taxation, Tax Morale and Modernization of the Administrative System on Taxpayer Compliance | Universitas Tarumanagara, Indonesia |
| 13.48 - 13.56 | <ul style="list-style-type: none"> • Parcella Glatia Elfenso • Elsa Imelda | Impact of Intellectual Capital, Profitability and Dividend on Market Capitalization | Universitas Tarumanagara, Indonesia |
| 13.56 - 14.04 | <ul style="list-style-type: none"> • Sheila Elita Nanang • Elsa Imelda | The Effect of IFRS Adoption on Real Earnings Management with the Moderating Role of Board Characteristics | Universitas Tarumanagara, Indonesia |
| 14.04 - 14.12 | <ul style="list-style-type: none"> • Yola • Elsa Imelda | The Effect of Profitability, Income Diversification, Bank Capital, Bank Efficiency on Non Performing Loan in the Banking Sector Companies Listed on the Indonesia Stock Exchange 2021-2023 | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 1

Room 4

Time : 13.00 – 15.00 WIB

Session Chair : Dr. Herlin Tundjung Setijaningsih, S.E., Ak., M.Si., CA.

| | | | |
|---------------|--|--|---|
| 14.12 - 14.20 | <ul style="list-style-type: none"> • Stella Maris • Elsa Imelda • Emillia Sastrasasmita | The Effect of Profitability, Firm Size and Financial Leverage on Income Smoothing Practices in Non-Cyclical Consumer Sector Listed Idx 2021-2023 | Universitas Tarumanagara, Indonesia |
| 14.20 - 14.28 | <ul style="list-style-type: none"> • Steven Jong • Elsa Imelda • Emillia Sastrasasmita | The Moderating Effect of Corporate Governance on the Relationship between Capital Structure and Company Performance | Universitas Tarumanagara, Indonesia |
| 14.28 - 14.36 | <ul style="list-style-type: none"> • Catherine Carissa Tanaya • Henny Wirianata | The Effect of Profitability and Leverage on Firm Value with Firm Size as Moderating Variable | Universitas Tarumanagara, Indonesia |
| 14.36 - 14.44 | <ul style="list-style-type: none"> • Desak Made Mya Yudia Sari | Good Village Management Planning: Case Study of VOE Samsam | Universitas Mahasaraswati Denpasar, Indonesia |



PARALLEL SESSION 1

Room 5

Time : 13.00 – 15.00 WIB

Session Chair : Dr. Lydiawati Soelaiman, S.T., M.M.

| Time | Authors | Title | Institutions |
|---------------|---|---|---|
| 13.00 - 13.08 | <ul style="list-style-type: none"> • Neysa Agustina • Joyce A. Turangan | The Effect of Competence on Job Readiness with Work Motivation as a Mediator: A Study on Generation Z | Universitas Tarumanagara, Indonesia |
| 13.08 - 13.16 | <ul style="list-style-type: none"> • Herawati • Joyce A. Turangan | The Effect of Internship Experience, Self-Efficacy and Soft Skills on Job Readiness Generation Z in Jabodetabek | Universitas Tarumanagara, Indonesia |
| 13.16 - 13.24 | <ul style="list-style-type: none"> • Christiandinata Tjandra Bravo • Kartika Nuringsih | Fostering Entrepreneurial Intention through Entrepreneurial Competence and Knowledge | Universitas Tarumanagara, Indonesia |
| 13.24 - 13.32 | <ul style="list-style-type: none"> • Verawati • Sriwati • Herni Kurniawati | The Impact of Corporate Governance on Indonesian Banking Tax Avoidance | Universitas Tarumanagara, Indonesia |
| 13.32 - 13.40 | <ul style="list-style-type: none"> • Khairina Natsir • Nurainun Bangun | Unveiling the Influence of Risk on Banking Firm Valuation | Universitas Tarumanagara, Indonesia |
| 13.40 - 13.48 | <ul style="list-style-type: none"> • Ophilia Aurelia • Henny Wirianata | Factors Affecting Cash Holding Moderated by Firm Size in Non-Cyclicals Sector Companies | Universitas Tarumanagara, Indonesia |
| 13.48 - 13.56 | <ul style="list-style-type: none"> • Kenley Maccauley Riyono • Nicklaus Stanley • Luky Patricia Widianingsih | Carbon Pricing as a Revenue Stream for a Greener Future | Universitas Ciputra, Indonesia |
| 13.56 - 14.04 | <ul style="list-style-type: none"> • Jessica • Sofia Prima Dewi | The Effect of Profitability, Asset Structure, Non-Debt Tax Shield, and Firm Size on Capital Structure | Universitas Tarumanagara, Indonesia |
| 14.04 - 14.12 | <ul style="list-style-type: none"> • Selvia Putri Patricia • Sofia Prima Dewi | Factor Affecting Capital Structure | Universitas Tarumanagara, Indonesia |
| 14.12 - 14.20 | <ul style="list-style-type: none"> • Michael Sinaya • Liliana Dewi | The Effect Of Product Quality, Price, Price Innovation On The Purchase Intention Of Lowfat Milk Pudding | Universitas Ciputra, Indonesia |
| 14.20 - 14.28 | <ul style="list-style-type: none"> • Ida Ayu Ratih Manuari • I Gede Cahyadi Putra • Ni Kadek Bella Santiani | Dividend Policy Analysis in Manufacturing Companies Listed on the Indonesia Stock Exchange | Universitas Mahasaraswati Denpasar, Indonesia |
| 14.28 - 14.36 | <ul style="list-style-type: none"> • Kadek Indah Kusuma Dewi | The Effect of Financial Distress on Firm Value of Property, Real Estate & Building Sector | Universitas Mahasaraswati Denpasar, Indonesia |



PARALLEL SESSION 1

Room 6

Time : 13.00 – 15.00 WIB

Session Chair : Dr. Frangky Selamat, S.E., M.M.

| Time | Authors | Title | Institutions |
|---------------|---|---|---|
| 13.0 - 13.08 | <ul style="list-style-type: none"> Adeline Hamidy Kushandojo Luky Patricia Widianingsih | Gender, Board Size, and Board Education: Do They Affect Sustainability Reporting in ASEAN Countries? | Universitas Ciputra, Indonesia |
| 13.08 - 13.16 | <ul style="list-style-type: none"> Rini Tri Hastuti Stefani Velisia Setiyono | Performance Analysis of Property and Real Estate Companies before and During Covid-19 | Universitas Tarumanagara, Indonesia |
| 13.16 - 13.24 | <ul style="list-style-type: none"> Sutedjo | The Impact of Taxable Income on Stock Return A Case Study of 45 Liquid Stocks on the Indonesian Stock Exchange | Universitas Tarumanagara, Indonesia |
| 13.24 - 13.32 | <ul style="list-style-type: none"> Ary Satria Pamungkas Dyah Erny Herwindiati Muhammad Idrus Taba | Saving Behavior Of The Millennial Generation In Jakarta | Universitas Tarumanagara, Indonesia |
| 13.32 - 13.40 | <ul style="list-style-type: none"> Elvina Florensi Kazia Laturette | The Effect of Audit Committee Characteristics, Human Capital Performance, and Audit Quality on Human Capital Disclosure | Universitas Ciputra, Indonesia |
| 13.40 - 13.48 | <ul style="list-style-type: none"> Steven Jonathan Salim | Factors Affecting the Stock Prices of Companies Listed on the Indonesia Stock Exchange for the Period 2021-2023 | Universitas Bunda Mulia, Indonesia |
| 13.48 - 13.56 | <ul style="list-style-type: none"> Priyanto Agustinus Purna Irawan Haris Maupa | Factor Shaping the Adoption of Online Lending by SME's in West Java | Universitas Tarumanagara, Indonesia |
| 13.56 - 14.04 | <ul style="list-style-type: none"> I Gede Cahyadi Putra Gde Bagus Brahma Putra Ida Ayu Ratih Manuari | The Impact of Cash Turnover, CAR, and BOPO on Profitability with Credit Quality as Moderation in LPD Bangli | Universitas Mahasaraswati Denpasar, Indonesia |
| 14.04 - 14.12 | <ul style="list-style-type: none"> Kelvin Merry Susanti Verawati | Determinants of Firm Value: The Roles of CSR Disclosure, Profitability, Size, and Leverage | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 2

Room 1

Time : 15.15 – 17.15 WIB

Session Chair : Tannia, S.E., M.M.

| Time | Authors | Title | Institutions |
|---------------|---|---|-------------------------------------|
| 15.15 - 15.23 | <ul style="list-style-type: none"> • Martin Hendra • Tania | The Influence of Financial Literacy and Financial Technology on Financial Inclusion in Jakarta | Universitas Bunda Mulia, Indonesia |
| 15.23 - 15.31 | <ul style="list-style-type: none"> • Christy Trivena • Augustpaosa Nariman | Influencing Factors on Financial Performance of Basic Materials Sector Companies Listed in IDX | Universitas Tarumanagara, Indonesia |
| 15.31 - 15.39 | <ul style="list-style-type: none"> • Evelyn Victoria Chang • Henny Wirianata | Leverage Dynamics: The Role of Profitability and Firm Size in Shaping Firm Value | Universitas Tarumanagara, Indonesia |
| 15.39 - 15.47 | <ul style="list-style-type: none"> • Michele Tjen • Elsa Imelda | Linear and Non-Linear relationship of Capital Structure to Firm Performance with Agency Cost as Mediating and Moderating Variable | Universitas Tarumanagara, Indonesia |
| 15.47 - 15.55 | <ul style="list-style-type: none"> • Sharlyn Aurelia • Yanti Yanti | Good Corporate Governance and Corporate Social Responsibility Impact on Financial Performance: Moderating Role of Earnings Management | Universitas Tarumanagara, Indonesia |
| 15.55 - 16.03 | <ul style="list-style-type: none"> • Devina Saputra • Yanti Yanti | Profitability and Financial Decisions on Firm Value: Moderating Role of Firm Size | Universitas Tarumanagara, Indonesia |
| 16.03 - 16.11 | <ul style="list-style-type: none"> • Fernanda Cahyani • Elsa Imelda • Vira • Emilia Sastrasasmita | The Effect of Profitability, Board Size, and Woman on Boards on Financial Distress | Universitas Tarumanagara, Indonesia |
| 16.11 - 16.19 | <ul style="list-style-type: none"> • Herni Kurniawati • Yustina Peniyanti Jap | Financial Distress, Audit Committee, Independent Commissioner, and Audit Quality's Impact on Banking Tax Avoidance | Universitas Tarumanagara, Indonesia |
| 16.19 - 16.27 | <ul style="list-style-type: none"> • Rini Tri Hastuti • Adelia Lestari | Comparative Analysis of Financial Performance Before and During the Covid-19 Pandemic in The Automotive Sub – Sector | Universitas Tarumanagara, Indonesia |
| 16.27 - 16.35 | <ul style="list-style-type: none"> • Karin Novena Angela • Agustin Ekadjaja | The Influence of Profitability, Liquidity, and Company Size on Capital Structure: Evidence from Indonesia Food and Beverage Companies | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 2

Room 1

Time : 15.15 – 17.15 WIB

Session Chair : Tannia, S.E., M.M.

| | | | |
|---------------|--|--|-------------------------------------|
| 16.35 - 16.43 | <ul style="list-style-type: none"> • Kensa • Agustin Ekadjaja | The Effect of Liquidity, Solvency, Activity, and Profitability on Financial Performance of Manufacturing Companies | Universitas Tarumanagara, Indonesia |
| 16.43 - 16.51 | <ul style="list-style-type: none"> • Adinda Nariswari Herzani • Agustin Ekadjaja | The Effect of Corporate Governance Quality, Leverage and Ownership Structure on Firm Performance | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 2

Room 2

Time : 15.15 – 17.15 WIB

Session Chair : Dr. Lydiawati Soelaiman, S.T., M.M.

| Time | Authors | Title | Institutions |
|---------------|--|---|-------------------------------------|
| 15.15 - 15.23 | <ul style="list-style-type: none"> Farren Chrisie Lydiawati Soelaiman | The Role of Creativity, Knowledge, Social Media, and Adaptation in SME Success at Culinary Festival | Universitas Tarumanagara, Indonesia |
| 15.23 - 15.31 | <ul style="list-style-type: none"> Kevin Gilbert Geovani Lydiawati Soelaiman | The Role of Self-Efficacy in Mediating the Effect of Entrepreneurship Education and Mindset on Students' Entrepreneurial Intentions at Entrepreneurial-Focused Campuses | Universitas Tarumanagara, Indonesia |
| 15.31 - 15.39 | <ul style="list-style-type: none"> Windy Fasmita Mei le | The Influence of Entrepreneurial Mindset and Motivation on the Success of Women's Fashion Businesses | Universitas Tarumanagara, Indonesia |
| 15.39 - 15.47 | <ul style="list-style-type: none"> Lavenia Mei le | The Effect of Entrepreneurial Competence and Self-Efficacy on the Success of Women's Fashion Business | Universitas Tarumanagara, Indonesia |
| 15.47 - 15.55 | <ul style="list-style-type: none"> Samahita Putera Mei le | The Influence of Entrepreneurial Knowledge and Social Media on the Success of Women's Fashion Businesses | Universitas Tarumanagara, Indonesia |
| 15.55 - 16.03 | <ul style="list-style-type: none"> Khairina Natsir Agus Zainul Arifin | Exploring How Gender Moderates the Effect of Personality Traits on Overconfidence Bias Among Investors in the Indonesian Stock Market | Universitas Tarumanagara, Indonesia |
| 16.03 - 16.11 | <ul style="list-style-type: none"> Jayson Kidd Miharni Tjokrosaputro | Yogyakarta's Tourist Satisfaction and Affective Commitment: Roles of Memorable Experience and Quality | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 2

Room 3

Time : 15.15 – 17.15 WIB

Session Chair : Dr. Hetty Karunia Tunjungsari, S.E., M.Si.

| Time | Authors | Title | Institutions |
|---------------|---|---|-----------------------------|
| 15.15 - 15.23 | <ul style="list-style-type: none"> Cheng Lung Li Anowar Hossain Khandoker Alvin Li | Exploring Contribution and Challenges towards Socioeconomic Development in Bangladesh: The Case of Ready-Made Garments Industry | Kun Shan University, Taiwan |
| 15.23 - 15.31 | <ul style="list-style-type: none"> Linda Lin-Chin Lin Hsing-Yi Kuo Chin-Chiuan Lin | The Study of Life Insurance Claims Application System-Taking A Company as Example | Kun Shan University, Taiwan |
| 15.31 - 15.39 | <ul style="list-style-type: none"> Chin-Chiuan Lin Li-Jung Chen | Investigate the Demand of Green Talents of Smart Machinery Industry in Southern Taiwan | Kun Shan University, Taiwan |
| 15.39 - 15.47 | <ul style="list-style-type: none"> Chia-Yin Huang Chin-Chiuan Lin | Innovation Business Model of Vanilla in Taiwan | Kun Shan University, Taiwan |
| 15.47 - 15.55 | <ul style="list-style-type: none"> Wen-Hsia Lin Chin-Chiuan Lin | The Relationship between Pay Satisfaction and Quiet Quitting Using Organizational Identification as a Moderator | Kun Shan University, Taiwan |
| 15.55 - 16.03 | <ul style="list-style-type: none"> Ya-Chi Shen Chin-Chiuan Lin | Case Study on Correlation of Workplace Friendship with Value Co-creation | Kun Shan University, Taiwan |
| 16.03 - 16.11 | <ul style="list-style-type: none"> Wan-Hui Wang Chin-Chiuan Lin | The Relationship between Learning Satisfaction and Re-participation Intention of Senior Learning- Using Happiness as a Moderator | Kun Shan University, Taiwan |
| 16.11 - 16.19 | <ul style="list-style-type: none"> Yi-Chia Pan Cheng-Lung Li | Case Study of the Relationship of the Leadership Style and Personality Traits Affect Work Performance in the Digital Transformation Era | Kun Shan University, Taiwan |
| 16.19 - 16.27 | <ul style="list-style-type: none"> Te-Tsai Lu Wen-Chun Chen | Case Study of Improving Operational Effectiveness of Congregate Meal Program for Elder in Chiayi County | Kun Shan University, Taiwan |
| 16.27 - 16.35 | <ul style="list-style-type: none"> Tran Hong Duc Te-Tsai Lu | An Investigation on the Relationship between Safety Management Practices, Safety Performance and Turnover Intention- Take Vietnamese Migrant Workers as Samples | Kun Shan University, Taiwan |
| 16.35 - 16.43 | <ul style="list-style-type: none"> Linda Lin-Chin Lin Fion Li-Yin Chang | The case study of the ESG cosmetic | Kun Shan University, Taiwan |



PARALLEL SESSION 2

Room 4

Time : 15.15 – 17.15 WIB

Session Chair : Dr. Herlin Tundjung Setijaningsih, S.E., Ak., M.Si., CA.

| Time | Authors | Title | Institutions |
|---------------|--|--|-------------------------------------|
| 15.15 - 15.23 | <ul style="list-style-type: none"> Amerta Mardjono Haris Maupa Ignatius Roni Setyawan | CEO Bias, Moral Hazard and Adverse Selection: A Literature Review on Risk Dynamics in Digital Banking in Indonesia, with a Pitching Research Approach | Universitas Tarumanagara, Indonesia |
| 15.23 - 15.31 | <ul style="list-style-type: none"> Kartika Nuringsih Haris Maupa Muhammad Idrus Taba | Boosting Sustainable Entrepreneurial Inclination through CSR Support Scheme | Universitas Tarumanagara, Indonesia |
| 15.31 - 15.39 | <ul style="list-style-type: none"> Joyce A. Turangan Andi Wijaya Herman Ruslim | Factors Affecting Employee Job Performance Mediated by Perceived Environmental Support in Private Bank Employees | Universitas Tarumanagara, Indonesia |
| 15.39 - 15.47 | <ul style="list-style-type: none"> Joyce A. Turangan Andi Wijaya Herman Ruslim | The Role of Transformational Leadership, Compensation, and Motivation in Job Satisfaction of Generation Z in West Jakarta | Universitas Tarumanagara, Indonesia |
| 15.47 - 15.55 | <ul style="list-style-type: none"> Sylvia Linda Santioso | Unveiling Factors Affecting Firm Value of Food and Beverage Companies Listed in Indonesia Stock Exchange | Universitas Tarumanagara, Indonesia |
| 15.55 - 16.03 | <ul style="list-style-type: none"> Hermanto | The Triangle for Winning Hospital Business Competition | Universitas Tarumanagara, Indonesia |
| 16.03 - 16.11 | <ul style="list-style-type: none"> Pilifus Junianto Agustinus Purna Irawan | Critical Literature Review: The Effect of Machiavellian Marketing in the Context of Social Media and E-Commerce Use on the Purchasing Behavior of Millennials and Generation Z | Universitas Tarumanagara, Indonesia |
| 16.11 - 16.19 | <ul style="list-style-type: none"> Ferry Winata Kartika Nuringsih | Strengthening Entrepreneurial Interest through Psychological and Social Factors | Universitas Tarumanagara, Indonesia |
| 16.35 - 16.43 | <ul style="list-style-type: none"> Linda Santioso Andreas Bambang Daryatno | The Influence of Asset Turnover, Liquidity And Company Size on the Profitability of Companies Listed on the Indonesian Stock Exchange | Universitas Tarumanagara, Indonesia |
| 16.43 - 16.51 | <ul style="list-style-type: none"> Siti Nur Aini Joyce A. Turangan | The Effect of Internship Experience and Emotional Intelligence in Work Readiness of Generation Z in Jabodetabek | Universitas Tarumanagara, Indonesia |



PARALLEL SESSION 2

Room 5

Time : 15.15 – 17.15 WIB

Session Chair : Dr. Mei Ie, S.E., M.M.

| Time | Authors | Title | Institutions |
|---------------|---|---|-------------------------------------|
| 15.15 - 15.23 | <ul style="list-style-type: none"> Michael Dwitama Ida Puspitowati | The Role of Entrepreneurial Orientation on The Performance of Food and Beverage SMEs | Universitas Tarumanagara, Indonesia |
| 15.23 - 15.31 | <ul style="list-style-type: none"> Willy Salim Ida Puspitowati | Social Identity as a Moderator of the Influence of Entrepreneurial Self-efficacy on Entrepreneurial Intention | Universitas Tarumanagara, Indonesia |
| 15.31 - 15.39 | <ul style="list-style-type: none"> Mei Ie Salsabilla Ayundha Martsha Buana | The Effect of Subjective Norms on the Entrepreneurial Commitment of Micro Business Owners | Universitas Tarumanagara, Indonesia |
| 15.39 - 15.47 | <ul style="list-style-type: none"> Wilsen Wijaya Lydiawati Soelaiman | Entrepreneurial Competence, Digital Transformation, and Innovation for Strengthening Performance Culinary Mses in Belitung | Universitas Tarumanagara, Indonesia |
| 15.47 - 15.55 | <ul style="list-style-type: none"> Kartika Sari Njotowidjojo Keni Keni | The Impact of Corporate Reputation and Perceived Price on Singaporeans' Purchase Intention for Foreign Full-Service Airline Tickets: The Mediating Role of Attitude | Universitas Tarumanagara, Indonesia |
| 15.55 - 16.03 | <ul style="list-style-type: none"> Patricia Claresta Lee Galuh Mira Saktiana | Using Brand Image as a Mediator, The Influence of Social Media Marketing and Brand Ambassadors on Flimty's Intention to Buy | Universitas Tarumanagara, Indonesia |
| 16.03 - 16.11 | <ul style="list-style-type: none"> Nicholas Ariesta Ferdynand Galuh Mira Saktiana | Artificial Intelligence and Customer Experience: Relationship to Netflix Customer Loyalty through Customer Satisfaction | Universitas Tarumanagara, Indonesia |
| 16.11 - 16.19 | <ul style="list-style-type: none"> Thio Kennilyn Galuh Mira Saktiana | Building Purchase Intention by Maximizing Social Media Marketing and Celebrity Endorsement Factors on Kanzler Products | Universitas Tarumanagara, Indonesia |

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