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ICEBSH
2024

Program Book

**International Conference on Economics,
Business, Social, and Humanities**

FTU, Hanoi, Vietnam, April 25th 2024



Untar Jakarta



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TABLE OF CONTENT

WELCOMING MESSAGE.....1
FOREWORDS3
TIME AND VENUE.....5
CONFERENCE TOPIC.....5
SPEAKERS6
CONFERENCE COMMITTEE.....7
SCIENTIFIC COMMITTEE.....9
TOPIC AREA.....11
EVENT SCHEDULE.....13
PARALLEL SESSION15

WELCOMING MESSAGE

FROM THE CHAIRPERSON OF ICEBSH 2024

The International Conference on Economics, Business, Social, and Humanities (ICEBSH) 2024 organizing committee would like to warmly welcome all delegates attending the conference at Foreign Trade University, Hanoi, Vietnam.

This year's ICEBSH conference, hosted by Untar and Foreign Trade University also supported by INTI International University to bring together professionals from different countries to share ideas and exchange knowledge in economics, business, social sciences, and humanities. These conferences provide a platform for high-level international discussions and presentations on recent advances and new applications in these fields to foster research and generate innovation to support the collaborative partnership of global society and to make an impact to the higher education and SDGs, as stated in our conference theme, "Collaborative Research and Technology Partnership for Global Impact Higher Education and SDGs."

We give special thanks to Prof. Dr. Ariawan Gunadi, S.H., M.H., our Chairman of Tarumanagara Foundation, and our Rector of Universitas Tarumanagara, Prof. Dr. Agustinus Purna Irawan, for initiating this international conference. Last but not least, we express gratitude to Assoc. Prof. Ir. Jap Tji Beng, MMSI., M.Psi., Ph.D., P.E., M.ASCE, Head of Research and Community Engagement Institute (LPPM) Universitas Tarumanagara, for his continuous support in fostering research and facilitating this conference. We also express our gratitude to our keynote speaker, Denny Abdi, S.E., M.Si. from the Ambassador of Indonesia for Hanoi, Vietnam; Prof. Dr. Ariawan Gunadi, S.H., M.H.; and our plenary speakers, Dr. Vu Thi Phuong Mai from Foreign Trade University, Vietnam; Assoc. Prof. Sri Tiatri, S. Psi, M. Si., Ph.D. Psikolog from Universitas Tarumanagara, Indonesia; Prof. Dr. Toong Hai Sam from INTI International University, Malaysia.

We would like to express our gratitude to FTU member: Assoc Prof, Dr. Bui Anh Tuan, President of Foreign Trade University; Assoc Prof, Dr. Le Thi Thu Thuy, Vice President of Foreign Trade University, Chairwoman of the University Council; Assoc Prof, Dr. Pham Thu Huong, Vice President of Foreign Trade University; Assoc Prof, Dr. Dao Ngoc Tien, Vice President of Foreign Trade University; Assoc. Prof. Dr. Hoàng Xuân Bình, Dean of Faculty of International Economics; Dr. Nguyen Ky Son,

Director General of The America Department, Central Commission for External Relations.

We would also like to acknowledge and express our gratitude to authors, presenters, and scholars from Indonesia, Malaysia, Vietnam, Hungary, the Netherlands, the Philippines, India, and Turkiye, who have contributed to and actively participated in this international conference. The total number of papers submitted to this conference is 194, which indicates that the delegates were enthusiastic.

We appreciate your participation in the conference and hope it benefits you. We wish you a productive and enjoyable conference.

Thank you.

Chairman ICEBSH 2024

Didi Widya Utama, S.T., M.T., Ph.D.

FOREWORDS

FROM THE RECTOR OF UNIVERSITAS TARUMANAGARA

Good morning, ladies and gentlemen, and welcome to the International Conference hosted by Untar and Foreign Trade University Vietnam, supported by INTI International University Malaysia.

This year's conference focuses on "Collaborative Research and Technology Partnership for Global Impact Higher Education and SDGs."

In today's interconnected world, higher education institutions play a crucial role in driving innovation and fostering collaboration. By leveraging research and technology, higher education possesses the power to address complex global challenges outlined in the SDGs.

This conference serves as a platform to build partnerships, exchange ideas, and explore innovative solutions. Diverse backgrounds of participants and speakers could provide a handful insights on transformative potential of collaborative research and technology to propel progress towards the SDGs.

I would like to express my gratitude for Foreign Trade University Vietnam as a Co-Host and the venue of this conference, as well as INTI International University Malaysia as a Co-Host.

I would also like to thank the Indonesian Embassy Hanoi and the Ambassador of Indonesia for Vietnam, Denny Abdi, S.E., M.Si., for facilitating and supporting Untar's collaboration with various Vietnamese universities.

Going forward, Untar will expand partnerships with various institutions in multiple activities, including academic visit, joint teaching program, joint research, exchange of academic materials, student exchange, and many others.

I would also like to thank the speakers for their willingness to present, as well as the organizing committee, for their hard work, dedication, and commitment to make these conferences possible.



Together, let us embark on this journey of collaboration, innovation, and global impact. Thank you and have a pleasant day.

Rector of Universitas Tarumanagara

Prof. Dr. Ir. Agustinus Purna Irawan, M.T., M.M., IPU., ASEAN Eng.

TIME AND VENUE

The International Conference on Economics, Business, Social and Humanities will be held in hybrid (offline and online) with the following details:

Venue: Foreign Trade University

91 P. Chùa Láng, Láng Thượng, Đống Đa

Hà Nội, Vietnam

Date : April 24-25, 2024

Time : 08.30 - 17.45 WIB (GMT+7)

CONFERENCE TOPIC

This year, the committee organized an international conference in the field of Economics, Business, Social and Humanities with the theme: **Collaborative Research and Technology Partnerships for Global Impact Higher Education and SDG**. This conference aims to collect a variety of positive thoughts about Economics, Business, Social and Humanities related topics. Hopefully it will be a forum for practitioners, government, academicians and experts to share and exchange their ideas, thoughts and experiences related to the topics. Thus it is expected to contribute more comprehensive and applicable problem-solving framework.

SPEAKERS

KEYNOTE SPEAKERS

Denny Abdi, S.E., M.Si.

(Ambassador of Indonesia for Hanoi-Vietnam)

Dr. Nguyen Ky Son

(Director General of The America Department, Central Commission for External Relations)

Prof.Dr. Ariawan Gunadi, S.H., M.H.

(Chairman of Tarumanagara Foundation)

INVITED SPEAKERS

Dr. Vu Thi Phuong Mai

(Faculty of International Economics, Foreign Trade University, Vietnam)

Sri Tiatri, S.Psi., M.Si., Ph.D., Psikolog

(Dean of the Faculty of Psychology, Universitas Tarumanagara, Indonesia)

Prof. Dr. Toong Hai Sam

(Director of International Relations & Collaborations, INTI International University, Malaysia)

CONFERENCE COMMITTEE

HONORARY CHAIR

Prof. Dr. Ir. Agustinus Purna Irawan, M.T., M.M., IPU., ASEAN Eng.

Prof. Dr. Rasji, S.H., M.H.

GENERAL CHAIR

Assoc. Prof. Ir. Jap Tji Beng, MMSI., M.Psi., Ph.D., P.E., M.ASCE.

STEERING COMMITTEE

Prof. Lina, Ph.D.

Assoc. Prof. Sri Tiatri, Ph.D., Psi.

ORGANIZING COMMITTEE

Chair : Didi Widya Utama, S.T., M.T., Ph.D.

Assoc. Prof. Dr. Fransisca Iriani R.Dewi, M.Si.

Secretary : Dr. Wulan Purnama Sari, S.IKom, M.SI.

Desi Arisandi S.Kom., M.T.I.

Treasurers : Mei Ie. S.E., M.M.

Journal Publication:

Assoc. Prof. Dr. Hetty Karunia Tunjungsari, S.E., M.Si.

Bagus Mulyawan, S. Kom., M.Kom.

Assoc. Prof. Dr. Hugeng, S.T., M.T.

Paper Management:

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

Dr. Eng. Titin Fatimah, S.T., M.Eng.

Nafiah Solikhah, S.T., M.T.

Program : Nadia Ayu Rahma Lestari S.T., M.Sc.

Dr. Cand. Dra. Paula Tjatoerwidya Anggarina, M.M.

Assoc. Prof. Dr. Miharni Tjokrosaputro, S.E., M.M.

Patrick Kosmayadi, S.Ds.

Alvin Putra Winata, S.Kom., M.M.

Design and Website:

Maitri Widya Mutiara, S.Ds., M.M.

Viny Christanti Mawardi, S.Kom., M.Kom.

FTU Organizing Committee:

Assoc. Prof. Dr. Bui Anh Tuan, President of Foreign Trade University

Assoc. Prof. Dr. Le Thi Thu Thuy, Vice President of Foreign Trade University, Chairwoman of the University Council

Assoc. Prof. Dr. Pham Thu Huong, Vice President of Foreign Trade University

Assoc. Prof. Dr. Dao Ngoc Tien, Vice President of Foreign Trade University

Assoc. Prof. Dr. Hoàng Xuân Bình, Dean of Faculty of International Economics

Assoc. Prof. Dr. Vũ Hoàng Nam, Head of Research Management

Assoc. Prof. Dr. Nguyễn Thị Tường Anh, Vice Dean of Faculty of International Economics

Dr Lương Thị Ngọc Oanh, Vice Dean of Faculty of International Economics

SCIENTIFIC COMMITTEE

Prof. Anis H. Bajrektarevic,	United Nations Geneva, Switzerland
Prof. Dr. phil. Bernard A.J. Jap, M.A., M.Sc., Ph.D.,	University of Macau
Assoc. Prof. Cate Jerram, Ph.D.,	Adelaide University, Australia
Dr. Channing Chuang,	Kun Shan University, Taiwan
Dr. Chong Wei Ying,	Tunku Abdul Rahman University College, Malaysia
Franklin Hutabarat, M.Div., M.Th., Ph.D.,	Asia-Pacific International University, Thailand
Gan Quan, Ph.D.,	Sydney University, Australia
Dr. Joaquin Aldas Manzano,	Universidad de Valencia Spain, Spain
Prof. Dr. Jolly Sabino Balila,	Adventist University of the Philippines
Dr. Lai Chooi Seong,	Tunku Abdul Rahman University College, Malaysia
Lin Tian, Ph.D.,	Shanghai University, China
Prof. Mohd Zulkifli Abdullah,	Universiti Sains Malaysia, Malaysia
Assoc. Prof. Norbani Binti Mohamed Nazeri,	University of Malaya, Malaysia
Assoc. Prof. Dr. Rajendran Muthuveloo,	Universiti Sains Malaysia, Malaysia
Dr. Sitti Maesuri Pattahuddin,	University of Canberra, Australia
Assoc. Prof. Dr. Teoh Ai Ping,	Universiti Sains Malaysia, Malaysia
Tran Toan Thang, Ph.D.,	Central Institute for Economic Management Hanoi, Vietnam
Assoc. Prof. Dr. Hoàng Xuân Bình	Foreign Trade University, Vietnam
Assoc. Prof. Dr. Vũ Hoàng Nam	Foreign Trade University, Vietnam
Assoc. Prof. Dr. Nguyễn Thị Tường Anh	Foreign Trade University, Vietnam
Dr Lương Thị Ngọc Oanh	Foreign Trade University, Vietnam
Dr Lý Hoàng Phú	Foreign Trade University, Vietnam
Dr Đinh Thị Thanh Bình	Foreign Trade University, Vietnam

Dr Nguyễn Thị Thanh Huyền	Foreign Trade University, Vietnam
Dr Mai Nguyễn Ngọc	Foreign Trade University, Vietnam
Dr Nguyễn Bình Dương	Foreign Trade University, Vietnam
Dr Phạm Thị Mỹ Hạnh	Foreign Trade University, Vietnam
Dr Nguyễn Thị Minh Thư	Foreign Trade University, Vietnam
Dr Phạm Xuân Trường	Foreign Trade University, Vietnam
Dr Nguyễn Thị Hồng	Foreign Trade University, Vietnam
Dr Vũ Thị Phương Mai	Foreign Trade University, Vietnam
Prof. Mohamad Amin,	Universitas Negeri Malang, Indonesia
Prof. Eko Sedyono,	Universitas Kristen Satya Wacana, Indonesia
Prof. Manneke Budiman,	Universitas Indonesia
Dr. Rizal Edy Halim,	Universitas Indonesia
Dr. Souvia Rahimah,	Universitas Padjajaran, Indonesia
Assoc. Prof. Zahrotur Rusyda Hinduan, MOP, Ph.D.,	Universitas Padjajaran, Indonesia
Prof. Mella Ismelina,	Universitas Tarumanagara, Indonesia
Prof. Amad Sudiro,	Universitas Tarumanagara, Indonesia
Prof. Dr. Ariawan Gunadi, M.H.,	Universitas Tarumanagara, Indonesia
Assoc. Prof. Sri Tiatri, M.Si., Ph.D.,	Universitas Tarumanagara, Indonesia
Dr. Keni, M.M.,	Universitas Tarumanagara, Indonesia
Dr. Riris Louisa, M.Si.,	Universitas Tarumanagara, Indonesia
Dr. Miharni Tjokrosaputro, M.M.,	Universitas Tarumanagara, Indonesia

TOPIC AREA

The conference will bring together leading researchers, engineers and scientists in the domain of interest from around the world. Topic area for submission includes, but are not limited to:

TOPIC	SUB TOPIC
Psychology and Education	<ul style="list-style-type: none"> • Psychology • Behavioral and Psychological Sciences • Cognitive, Psychological and Behavioral Sciences • Social-Psychological, Social, Organizational, and Technological Systems • Education • Education Science and Technology • Linguistics and Language
Communication Studies	<ul style="list-style-type: none"> • Communication and Information Technologies in Social Sciences • Computational Methods in Social Science • Media, and Communications Technology • Data mining in Social Science • Mathematical Modeling in Social Science • Library and Information Sciences • Political Science • Economics and Business
Economics and Business	<ul style="list-style-type: none"> • Finance Economics, Financial and Industrial Systems • Economics, Markets and Systems • Business Information Management • Business Information Systems • Business, Economics, Management and Marketing • Business, Finance and Tourism Management • Sustainable Development • Sustainable Economic Development
Law	<ul style="list-style-type: none"> • Law and law enforcement • Constitutional Law • Criminal Law • Air and Space Law • Arbitration and Alternative Dispute Resolution • Environmental Law • Intellectual Property Rights • International Law

TOPIC	SUB TOPIC
	<ul style="list-style-type: none"> • Real Estate Law • Business Law • Transportation Law • Law and Justice
<p>Humanities, Art and Culture</p>	<ul style="list-style-type: none"> • Humanities • Inter-cultural studies • History • Globalization • Art & Design • Human Factors and Ergonomics • Sociology • E-Society and Online Communities • Social Network Analysis • Anthropology • Sustainable Human and Social Development • Tradition, Culture, and Heritage • Culture and Tourism • Geography • Development • Urban Studies, Urban Art & Design • Urban and Regional Planning • Transportation • Health Issues and Services

EVENT SCHEDULE

Wednesday, April 24, 2024

TIME	PROGRAM
13.00 - 15.15	Parallel Session 1
15.15 - 15.30	Break
15.30 - 17.45	Parallel Session 2

Thursday, April 25, 2024

TIME	PROGRAM
08.30 - 09.00	Registration
09.00 - 09.08	Opening Vietnamese Opening Performance
09.08 - 09.13	Welcoming Speech by: 1. Assoc Prof, Dr. Le Thi Thu Thuy (Vice President of Foreign Trade University, Chairwoman of the University Council)
09.13 - 09.18	2. Prof. Dr. Ir. Agustinus Purna Irawan, I.P.U., Asean Eng. (Rector of Universitas Tarumanagara)
09.18 - 09.23	Keynote Speaker Certificate & Appreciation Presentation Photo Session
09.23 - 09.38	Keynote Speakers: 1. Denny Abdi, S.E., M.Si. (Ambassador of Indonesia for Hanoi-Vietnam)
09.38 - 09.53	2. Dr. Nguyen Ky Son (Director General of The America Department, Central Commission for External Relations)
09.53 - 10.10	Keynote Q&A
10.10 - 10.20	Plenary Speaker: 1. Dr. Vu Thi Phuong Mai (Faculty of International Economics, Foreign Trade University, Vietnam)
10.20 - 10.30	2. Sri Tiatri, S.Psi., M.Si., Ph.D., Psikolog

TIME	PROGRAM
10.30 - 10.40	<p>(Dean of the Faculty of Psychology, Universitas Tarumanagara, Indonesia)</p> <p>3. Prof. Dr. Toong Hai Sam (Director of International Relations & Collaborations, INTI International University, Malaysia)</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Dr. Joana Jaya (INTI IU, Malaysia) - Assoc Prof, Dr. Dao Ngoc Tien (FTU, Vietnam)
10.40 - 11.40	Plenary Q & A
11.40 - 11.55	<p>Keynote Speech:</p> <p>3. Prof. Dr. Ariawan Gunadi, S.H., M.H. (Chairman of Tarumanagara Foundation, Indonesia)</p>
11.55 - 12.00	Plenary Speaker Certificate & Appreciation Presentation
12.00 - 13.00	Lunch Break
13.00 - 17.45	Parallel Session

PARALLEL SESSION

ICEBSH PARALLEL SESSION SCHEDULE

Wednesday, 24th April 2024

Session 1: 13.00 – 15.15 WIB (GMT +7)

Session 2: 15.30 – 17.45 WIB (GMT +7)

Room Details

Room No	Topic(s)	
	Session 1	Session 2
K212	Economic and Business	Communication
K213	Economic and Business	Communication
A402	Economic and Business	Communication
A505	Economic and Business	Art & Design
A506	Economic and Business	Art & Design
K312	Psychology	Psychology
K313	Law, Social Science, Information Tech	

Thursday, 25th April 2024

Session 1: 13.00 – 15.15 WIB (GMT +7)

Session 2: 15.30 – 17.45 WIB (GMT +7)

Room Details

Room No	Topic(s)	
	Session 1	Session 2
K212	Economic and Business	Psychology
K213	Economic and Business	Psychology
A702	Economic and Business	Psychology
A505	Economic and Business	Psychology
H303	Economic and Business	Communication
K312	Economic and Business	Communication
K313	Art & Design	Art & Design

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : K212
Topic : Economic and Business
Moderator : Dr.Lương Thị Ngọc Oanh

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	005	Factors Influencing Netflix Purchase Intention In Jakarta	Devia Megasari, Sanny Ekawati	Universitas Tarumanagara
13.15 - 13.30	006	Determinants Of Purchase Intention On Donuts Industry Of Brand X In Jakarta	Karina, Sanny Ekawati	Universitas Tarumanagara
13.30 - 13.45	007	Influential Factors Of Purchase Intention On Brand X Local Beauty Products	Silvia Wijaya, Sanny Ekawati	Universitas Tarumanagara
13.45 - 14.00	008	Determinants Of Repurchase Intentions Through Customer Trust On Brand X's Website	Jessica Sarah Amaris, Sanny Ekawati	Universitas Tarumanagara
14.15 - 14.30	086	Factors Shaping The Loyalty Of Generation Z, West Jakarta In Using Gopay	Vivian, Louis Utama	Universitas Tarumanagara
14.30 - 14.45	152	The Determining Of Entrepreneurial Intentions: A Study On Entrepreneurial Students In Jakarta	Vellya Ravinata, Kartika Nuringsih	Universitas Tarumanagara
14.45 - 15.00	153	Fostering Entrepreneurial Intentions Among Students	Gabriela Ribka Mocosandib, Kartika Nuringsih	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : K213
Topic : Economic & Business
Moderator : Dr.Hoàng Tuấn Dũng

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	069	Financial Analysis of Hotel, Restaurant, and Tourism Companies: Pre - Pandemic and Covid-19 Pandemic Period	Angel Febiyanti, Rini Tri Hastuti	Universitas Tarumanagara
13.15 - 13.30	070	Performance Assessment of the Financial Sector in the Health Industry on the Indonesia Stock Exchange Before and During the Pandemic	Ai Tanahashi, Rini Tri Hastuti	Universitas Tarumanagara
13.30 - 13.45	081	Comparison of Transportation Companies Financial Performances: Pre and During Covid-19	Pingky Pawitraj, Rini Tri Hastuti	Universitas Tarumanagara
13.45 - 14.00	114	Analysis Of Financial Performance Pre And During The Covid-19 Pandemic Of Banking Companies	Catherine Liusca Winata, Rini Tri Hastuti	Universitas Tarumanagara
14.15 - 14.30	055	Internal Factor and External Factor to Predict Financial Distress	Ivan Sanjaya, Henryanto Wijaya	Universitas Tarumanagara
14.30 - 14.45	057	Factors Affecting The Firm Value Of Basic Materials Companies Listed On The Idx	Natalia, Henryanto Wijaya	Universitas Tarumanagara
14.45 - 15.00	144	The Effect Of Company Size, Profitability And Solvency On Audit Delay (Empirical Study Of Consumer Goods Industry Sector Companies Listed On The Stock Exchange Indonesia)	Jesica Tanel, Andreas Bambang Daryatno	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : A402
Topic : Economic and Business
Moderator : Dr.Bùi Thu Hiền

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	004	The Effect of Customer Satisfaction as a Mediating Variable on Instagram Social Media Customer Loyalty	Erika, Tommy Setiawan Ruslim	Universitas Tarumanagara
13.15 - 13.30	118	From Screens To Minds: Brand Recall's Effect On Virtual Influencer Instagram Content	Angely Olivia Putri, Cokki Cokki	Universitas Tarumanagara
13.30 - 13.45	120	The Influence Of Product Placement By Virtual Influencers On Instagram On Audience Attitude	Fransisca Tiffany, Cokki Cokki	Universitas Tarumanagara
13.45 - 14.00	122	Enhancing Brand Salience Through Product Placement On Virtual Influencer's Instagram	Santrista Wijaya, Cokki Cokki	Universitas Tarumanagara
14.15 - 14.30	123	The Influence of Product Placement on Virtual Influencer: Analysis of Audience Attitudes	Yenny Natalya, Cokki Cokki	Universitas Tarumanagara
14.30 - 14.45	151	Determinant Of NGM's Intention To Continue The Family Business	Marceline Heaviside, Kartika Nuringsih	Universitas Tarumanagara
14.45 - 15.00	154	Analyzing Of Investment Decisions In The Sri Kehati Index	Vicly Gunawan Lumingkewas, Kartika Nuringsih	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : A505
Topic : Economic and Business
Moderator : Assoc. Prof. Dr.Lê Thái Phong

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	056	The Influence Of Social Cost, Family Ownership, Capital Structure On Firm Value	Jessica Louie Honggono, Henryanto Wijaya	Universitas Tarumanagara
13.15 - 13.30	058	Factors Affecting Cash Holding On Property & Real Estate Companies	Martin Tanujaya, Henryanto Wijaya	Universitas Tarumanagara
13.30 - 13.45	059	Factors That Influence Shares Price	Fanny Magdalena, Andy, Vincent Winaldo, Karen Widjaja	Universitas Tarumanagara
13.45 - 14.00	145	Factors That Influence Going Concern Audit Opinion Acceptance (Textile And Garment Subsector)	Marini Hartina, Andreas Bambang Daryatno	Universitas Tarumanagara
14.15 - 14.30	172	Factors Affecting Cost Of Equity	Rivaldi Widjaja, Yanti Yanti	Universitas Tarumanagara
14.30 - 14.45	176	The Effect Of Tax Knowledge, Tax Sanctions, E-Filing On Tax Compliance	Jeanne Yemima Wibowo, Yanti Yanti	Universitas Tarumanagara
14.45 - 15.00	177	Environmental Performance, Profitability, And Leverage On Stock Return	Regina Valensia, Yanti Yanti	Universitas Tarumanagara
15.00 - 15.15	193	The Impact Of The Mineral Benchmark Prices, ROI And DER On The NPM Of Indonesian Nickel Mining Companies Listed On IDX	Herman, Herlin Tundjung Setijianingsih	Universitas Tarumanagara
15.15 - 15.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : A506
Topic : Economic and Business
Moderator : Assoc. Prof. Dr. Trần Thị Ngọc Quyên

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	180	The Influence Of Work Environment, Work Discipline And Motivation On Employee Performance	Robert, I Gede Adiputra	Universitas Tarumanagara
13.15 - 13.30	181	Credit Risk, NIM, CAR, BOPO And LDR As Determining Factors Of Profitability In Banks Listed On The Idx	Joni, Herlin Tundjung Setijaningsih	Universitas Tarumanagara
13.30 - 13.45	182	The Determinants of Earnings Management Moderated by Independent Commissioner	Gracia Angelina, Herlin Tundjung Setijaningsih	Universitas Tarumanagara
13.45 - 14.00	184	The Effect Of Greenpreneurial Orientation And Entrepreneurial Education On Greenpreneurial Intention Through Environmental Awareness	Celyn Sariutami, Lydiawati Soelaiman	Universitas Tarumanagara
14.15 - 14.30	185	Macroeconomic Variable And Property Stock Market Volatility During And After Pandemic	Nicholas, Margarita Ekadjaja	Universitas Tarumanagara
14.30 - 14.45	191	The Role Of Training And Work Discipline On The Employee Performance Of Generation Z	Evan Ilmansyah, Hendrikus Atmanda Dwi Pamungkas, Taufan Tornado Mahardhika, Mohammad Agung Saryatmo	Universitas Tarumanagara
14.45 - 15.00	192	Industrial Revolution 4.0: The Process Of Recruiting Qualified Human Resources	Finna Fakhriyah, Hayu Dwi Adiyanti, Rahman Almutazan, Mohammad Agung Saryatmo	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : K312
Topic : Psychology
Moderator : Dr. Nguyễn Bình Dương

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	116	The Overview Of Employee Engagement In Construction Companies	Anakita Pertama Henerges, Angel Vallerie Gozal, Adeline Binarta, Alifia Azzahra Anam, & Sri Tiatri	Universitas Tarumanagara
13.15 - 13.30	117	Description Of Factors Influencing The Emergence Of Disputes And Fights Between Prisoners In Women's Prison	Dwike Samata Sukmasari, Evelyn Natania, Clarisa Aniela, Naomi Soetikno	Universitas Tarumanagara
13.30 - 13.45	121	Descriptive Study Overview Of Factors Influencing Inactive Inmates In Participating Activities At Salemba Prison	Tanella Amabel Nathan, Michelle Sharon, Naomi Soetikno	Universitas Tarumanagara
13.45 - 14.00	124	Description Of Factors Influencing Drug Abuse In Prisoners Of Class 1 Cipinang Correctional Institution	Putri Devi Kurniawati, Afsari Ramadita, Fath imah Dhanada G.S, Naomi Soetikno	Universitas Tarumanagara
14.15 - 14.30	126	Factors Influencing Violations Of Correctional Facilities Rules Committed By Prisoners In Salemba	Verdiani Prastiwi Damayanti, Zayra Alana Byanca, Kara Siwi Adra, Naomi Soetikno	Universitas Tarumanagara
14.30 - 14.45	173	The Effect Of Digital Stress On Work Engagement With Self Efficacy As Moderator	Catharine Rossy, Zamralita	Universitas Tarumanagara
14.45 - 15.00	174	The Role of Perceived Organizational Support To Improve Individual Work Performance	Yahdi Fahlevi Haropis, Zamralita	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 1

Room : K313
Topic : Law, Social Science, Information Technology
Moderator : Dr.Đinh Thị Thanh Bình

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	067	Historical, Tendency, Mapping, Looping (H.T.M.L) Framework For Managerial Capabilities: An Exploratory Study	Adiabagus Wijaya, Mohammad Agung Saryatmo	University Tarumanagara
13.15 - 13.30	073	Marine Fisheries Potential In Indonesian Eez, Challenges, And Solutions	Ida Kurnia, Rizqy Dini Fernandha, Filshella Goldwen	University Tarumanagara
13.30 - 13.45	100	Systematic Literature Review Innovation Model As A Mediating And Moderating Variable In MSMEs Performance	I Wayan Sukania, Agustinus Purna Irawan, Fransisca Iriani Roesmala Dewi	University Tarumanagara
13.45 - 14.00	160	Space In Architecture: The Identity Of Space And Place Of Vernacular Architecture In West Sumba	Nafiah Solikhah, Titin Fatimah, Anny Valentina	University Tarumanagara
14.15 - 14.30	098	Copyright Legal Protection Of Engraving Art Products As A Collaboration Between Vocational Students (Comparative Study Between Indonesia, Vietnam And Malaysia)	Jelita Damai Sofia Lorenza Sihite, Sylvia Shasmita, Andrew Haikal Marcydiaz, Gunardi Lie, Jap Tji Beng	University Tarumanagara
14.30 - 14.45	099	The Urgency Of Children's Education As Victims Of Economic Exploitation Reviewed From The Convention Of The Rights Of The Child	Sylvia Shasmita, Jelita Damai Sofia Lorenza Sihite, Zahra Shafira, Ade Adhari, Sri Tiatri, Jap Tji Beng	University Tarumanagara
14.45 - 15.00	128	Innovative English Language Learning Use Information Technology For Primary School Student	Edward Bellarmino, Lita Eka Wulandari, Trinatalis Gulo, Arya Dwi Saputra, Gabriel Arnold Budianto, Laura Bernadeth Manik, Desi Arisandi	University Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 2

Room : K212
Topic : Communication
Moderator : Assoc. Prof. Dr. Phan Thị Thu Hiền

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	013	Marketing Communication Strategies To Maintain Customer Loyalty (Case Study : Fuchsia-Themed Dental Care)	Carens Berliyanti Meiliansyah, Farid Rusdi	Universitas Tarumanagara
15.45 - 16.00	014	Analysis of T2Sanstore Building TikTok Brand Engagement	Cherise Marcella, Sisca Aulia	Universitas Tarumanagara
16.00 - 16.15	017	Live Shopping Tiktok As Marketing Communication In An Effort To Increase Buying Interest	Dea Amalia Beatrice, Nigar Pandrianto	Universitas Tarumanagara
16.15 - 16.30	018	Strategy Marketing Communication Brand "Itswooni" In Building Brand Awareness	Erica Wisely, Farid Rusdi	Universitas Tarumanagara
16.30 - 16.45	019	Intimate Friendship And Persuasive Communication When Students Are Preparing Their Final Project	Fakhri Nan Arif Meivetra, Nigar Pandrianto	Universitas Tarumanagara
16.45 - 17.00	041	Instagram, Entrustment Service Bussiness, And Consumer Trust	Viola Graciela Sugiarto, Lusia Savitri Setyo Utami	Universitas Tarumanagara
17.00 - 17.15	044	Comparative Research on The Level of Public Trust in The Media Kompas.com and Kompasiana.com	Zoraisla Syinara, Farid	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 2

Room : K213
Topic : Communication
Moderator : Dr. Pham Thi My Hanh

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	011	The Effect of Communication Models on Interest in Visiting Jakarta Fair	Brainard Audricson, Ahmad Junaidi	Universitas Tarumanagara
15.45 - 16.00	020	The Influence Of Video Content On Product Purchase Decisions	Fania Verdy, Ahmad Djunaidi	Universitas Tarumanagara
16.00 - 16.15	022	Hip And Tell Tiktok Social Media Analysis In Building A Brand Image	Fredricia, Sisca Aulia	Universitas Tarumanagara
16.15 - 16.30	023	Social Media Instagram, Influencers, and Adolescent Social Identity	Giacinta Clara Vivianny, Rezi Erdiansyah	Universitas Tarumanagara
16.30 - 16.45	024	The Role of the Instagram Story Feature on Brand Awareness of Lekker Story Tanjung Duren	Jason Avery Rae, Sisca Aulia	Universitas Tarumanagara
16.45 - 17.00	025	Effective Sales Persuasive Communication in TikTok Live Shopping World	Jeslin Saphira, Gregorius Genep Sukendro	Universitas Tarumanagara
17.00 - 17.15	026	Minang Ethnic Communication Culture in Problem Solving in the Film Saiyo Sakato	Jessica Vallery Winoto, Suzy Azeharie	Universitas Tarumanagara
17.15 - 17.30	027	Intercultural Communication of Chinese, Malay and Dayak Ethnicities Maintaining Inter-Ethnic Tolerance in Singkawang	Jessica Violita, Sinta Paramita	Universitas Tarumanagara
17.30 - 17.45		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 2

Room : A402
Topic : Communication
Moderator : Dr.Hoàng Huệ Chi

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	029	"Semiotic Analysis of the Meaning in the Lyrics of the Song 'Asimetris' by Kunto Aji"	Lyngga Arandi, Gregorius Genep Sukendro	Universitas Tarumanagara
15.45 - 16.00	030	Dramaturgy Study on Transwoman Gebby Vesta on Instagram	Marcella Andilia, Suzy Azeharie	Universitas Tarumanagara
16.00 - 16.15	031	Analysis Of The Role Of Public Relations At Dpr Ri In Managing Instagram @ppid.dprri	Maully Helau Budi, Sinta Paramita	Universitas Tarumanagara
16.15 - 16.30	032	Instagram Addiction And The Phenomenon Of Fomo Among K-Pop Fans	Meifranty Maria, Lusya Savitri Setyo Utami	Universitas Tarumanagara
16.30 - 16.45	036	Application of Ethics, Interpersonal Communication Strategy and Customer Loyalty	Septiany, Rezi Erdiansyah	Universitas Tarumanagara
16.45 - 17.00	037	The Meaning Of Journalist Profession In The Korean Drama Pinocchio Among Journalism Students	Shania, Septia Winduwati	Universitas Tarumanagara
17.00 - 17.15	038	Semiotics Analysis In The Music Video "Satu-Satu" By Idgitaf As Life Inspiration	Silvana Philip, Gregorius Genep Sukendro	Universitas Tarumanagara
17.15 - 17.30	010	Females Representation In Victoria's Secret The Icon Advertisement (Sara Mills Critical Discourse Study)	Andreas Solagracia, Suzy Azeharie	Universitas Tarumanagara
17.30 - 17.45		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 2

Room : A505
Topic : Art & Design
Moderator : Dr.Mai Nguyễn Ngọc

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	087	Implementation Of Feng Shui Principles In The Interior Design Of Suite Rooms At Novotel Gajah Mada Hotel	Jennifer Alvina, Aghastya Wiyoso, Irma Damayantie	Universitas Tarumanagara
15.45 - 16.00	093	The Impact Color On Psychology Users In Springs Club Gading Serpong	Nadya Oktalina Irahadi, Fivanda, Fabianus Hiapianto Koesoemadinata	Universitas Tarumanagara
16.00 - 16.15	094	Durability And Strength Analysis Of Display Showroom Kitchen Appliances "Kitchenart" Jakarta	Caroline Audrey Kurniawan, Fivanda, Fabianus Hiapianto Koesoemadinata	Universitas Tarumanagara
16.15 - 16.30	095	The Implementation Of "Elegance Futuristic" In Cinapolis Cinemas Pluit Village Mall	Yansen Guivano, Fivanda, Fabianus Hiapianto Koesoemadinata	Universitas Tarumanagara
16.30 - 16.45	096	The Implementation Of "Zen" Concept In The Interior Lobby Larissa Aesthetic Center Senopati	Yovela Audrys, Fivanda, Fabianus Hiapianto Koesoemadinata	Universitas Tarumanagara
16.45 - 17.00	108	Implementation Of Universal Design Principle At Premiere Suite Room In Santika Premiere Hotel Khi Bekasi	Michelle Alicia Putri Sitepu, Aghastya Wiyoso, Irma Damayantie	Universitas Tarumanagara
17.00 - 17.15	109	Applying Color Psychology For Relaxation In Suite Room At Santika Premiere Hayam Wuruk Hotel	Erika Laurensia Mulyadi, Aghastya Wiyoso, Irma Damayantie	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 2

Room : A506
Topic : Art & Design
Moderator : Dr. Lý Hoàng Phú

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	142	Application of Betawi Cultural Ornaments in the Design of Ashley Tanah Abang Hotel Lobby	Ria Novianti Halim, Aghastya Wiyoso, Irma Damayantie	Universitas Tarumanagara
15.45 - 16.00	147	Welcoming Borderless Knowledge: Tarumanagara Knowledge Centre's For Everyone	Joseph Reynaldo, Mariana, Franky Liaw	Universitas Tarumanagara
16.00 - 16.15	148	Interactive Technology In The Interior Design Of Bogor Zoological Museum To Cultivate Visitors Love For Fauna	Vanessa, Mariana, Franky Liaw	Universitas Tarumanagara
16.15 - 16.30	149	Nurturing Solidarity: Collaboration And Togetherness At The Orphanage "Rumah Hati Suci"	Nicola Felita, Mariana, Franky Liaw	Universitas Tarumanagara
16.30 - 16.45	150	Providing Health And Social Harmony Through Holistic Interior Design Case Study: Yoga Fit, Jakarta	Vivi Caroline, Mariana, Franky Liaw	Universitas Tarumanagara
16.45 - 17.00	169	Dominance Of Geometric Forms To Emphasize The Formal Character In The Interior Of Hotel Akmani Jakarta	Christania Hadi, Augustina Ika Widayani, Sri Sulisty Purnomo	Universitas Tarumanagara
17.00 - 17.15	170	Strengthening Spatial Orientation With Color Accents In The Interior Of The Manhattan Hotel, Jakarta	Darryl Vivian, Augustina Ika Widayani, Sri Sulisty Purnomo	Universitas Tarumanagara
17.15 - 17.30	171	Developing An Indonesia Heritage Concept For Interior Design Of Jakarta National Library	Patricia Fedora Layustira, Noeratri Andanwert, Nikki Indah Andraini	Universitas Tarumanagara
17.30 - 17.45		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Wednesday, 24th April 2024 | SESSION 2

Room : K312
Topic : Psychology
Moderator : Dr.Hồ Thị Hoài Thương

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	125	The Relationship Between Problematic Internet Use And Academic Burnout In UTBK Participants	Respati Kusumawardhani, Riana Sahrani, Fransisca Iriani Roesmala Dewi	Universitas Tarumanagara
15.45 - 16.00	141	The Relationship between Attachment Style and Jealousy in Students in Long Distance Dating	Yalka Silkyala and Raja Oloan Tumanggor	Universitas Tarumanagara
16.00 - 16.15	156	Coach Leadership and Coach-Athlete Relationship (A Study On 18th Years Old Basketball Team Athletes)	Muhammad Kharis Agung Indarji, P. Tommy Y. S. Suyasa	Universitas Tarumanagara
16.15 - 16.30	167	Cognitive Emotion Regulation Strategies in Emerging Adulthood Victims of Dating Violence	Estherina Yaneta Tantomo, Rismiyati E. Koesma & Zamralita	Universitas Tarumanagara
16.30 - 16.45	168	Coping Stress for Mediating the Correlation Between Postpartum Depression with Mother and Child Parenting	Giovanni Patricia, Rismiyati E. Koesma, Zamralita	Universitas Tarumanagara
16.45 - 17.00	175	The Role of Proactive Career Behaviour Towards Employee's Subjective Career Success	Rima Rizky Amelia, Zamralita	Universitas Tarumanagara
17.00 - 17.15	186	A Descriptive Study of Work Stress Among Frontliners	Sabrina Decarla Mandagie, Maria Josephine Tanujaya, Sandrina Oktavia, Febriyanni Nico, Daniel Lie, Ismoro Reza Prima Putra	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : K212
Topic : Economic and Business
Moderator : Assoc. Prof. Dr.Hoàng Xuân Bình

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	045	A Review Of Public-Private Partnership (PPP) In Wastewater Treatment And Implications For Vietnam	Nguyen Minh Thanh, Hoang Le Giang, Bui Thi Thu Hien	Foreign Trade University
13.15 - 13.30	052	Provincial-Level Determinants of Energy Intensity: The Interplay of Environment Governance Index, Firm Characteristics, and Regional Development	Nguyen Hoang Long, Chu Thi Mai Anh, Phan Huong Giang	Foreign Trade University
13.30 - 13.45	088	Explore The Roles Of Female Entrepreneurship In Promoting Economic Growth In Asia: A Panel Data Analysis	Hoang Xuan Binh, Huong-Giang Pham, Khanh Ly T. Nguyen	Foreign Trade University
13.45 - 14.00	107	The Link Between Face Recognition Technology Adoption And Employee Engagement: Does Job Evaluation Matter?	Minh-Thu T. Nguyen, Chien V. Pham, Khanh-Chi T. Nguyen, Nam H. Vu	Foreign Trade University
14.15 - 14.30	111	Collaborative Efforts In Science And Technology Within Higher Education Institutions - Insights And Reflections	Quyên Minh Hoàng	Foreign Trade University
14.30 - 14.45	129	The Case Study Of Indonesia's Emission Trading System And Lessons Learned For Vietnam	Nguyen Thi Thanh Huyen, Nguyen Minh Chau, Do Thu Thao, Dang Chau Anh	Foreign Trade University
14.45 - 15.00	132	The Dynamic Influence Of Innovation And Renewable Energy Consumption On Sustainable Development: An Evaluation Of Vietnam	Dao Phuong Ngan, Nguyen Thi Thanh Huyen, Nguyen Thao Nguyen, Tran Mai Trang	Foreign Trade University
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : K213
Topic : Economic and Business
Moderator : Assoc. Prof. Dr. Nguyễn Thị Tường Anh

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	134	Forecasting The Impact Of Carbon Tax On Emissions Reduction In Viet Nam	Dinh Thi Thanh Binh, Le Thi Thu Hang, Cao Thi Nhat Le	Foreign Trade University
13.15 - 13.30	137	Impacts Of Economic Variables On Sustainable Energy Consumption In Vietnam	Nguyen Thi Hong, Nguyen Cong Hoang, Khuat Vu Ngoc Linh	Foreign Trade University
13.30 - 13.45	139	Global Governance and Sustainable development: The case of UN's Sustainable Development Goals	Le Kieu Phuong	Foreign Trade University
13.45 - 14.00	140	Examining The Determinants Of Renewable Energy Production In Asean Countries	Khanh Nguyen Huy	Foreign Trade University
14.15 - 14.30	159	Assesing The Impact Of 5g Network On Economic In Asian Countries In The Period 2012-2022	Manh Duc Dang, Thu Nguyen Thi Minh	Foreign Trade University
14.30 - 14.45	165	The Effective Application Of Constructivist Methods In Teaching Specialized English At Foreign Trade University	Trịnh Ngọc Thanh	Foreign Trade University
14.45 - 15.00	166	Central Bank Digital Currency: Lessons Learnt From The Sand Dollar	THUY Minh Nguyen	Foreign Trade University
15.00 - 15.15	178	The Factors Influencing Students' Satisfaction With Blended Teaching Methods In The Context Of Internationalization Of Education At Foreign Trade University	Trịnh Ngọc Thanh (Ph.D)	Foreign Trade University
13.00 - 13.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : A702
Topic : Economic & Business
Moderator : Assoc. Prof. Dr.Từ Thuý Anh

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	119	Building Bridges Through Play: An Investigation into Monopoly Go! as Catalyst for Youth Social Interaction	Jaya, J., Low, A.N., Vasudevan, A., Hashim, H.	INTI International University
13.15 - 13.30	082	Factors Influencing Employee Job Performance In Private Bank Employees In West Jakarta	Joyce A. Turangan, Herman Ruslim	Universitas Tarumanagara
13.30 - 13.45	138	Leveraging Idiosyncratic Risk to Support Sustainable Development Goals (SDGs) and Its Impact on Economic Growth: A Case Study Using State Financial Statements Asean Countries	Marselinus Asri, Hetty Karunia Tunjungsari, Bernadeth Tongli	Universitas Atma Jaya Makassar, Universitas Tarumanagara
13.45 - 14.00	062	Impact of The Audit Committee and Audit Quality on The Quality of Indonesian Banking Profits	Sriwati, Verawati, Herni Kurniawati	Universitas Tarumanagara
14.15 - 14.30	146	Improving Work Engagement In Employees Through Psychological Capital And Meaningful Work: Perspectives On Empowering Leadership	Achmad Farid, Gerald Kevin Siahaan, Aryana Satya, Kusuma Dewi Kapiharsi	Universitas Indonesia
14.30 - 14.45	063	Factors That Influence Consumers' Intention To Purchase Environmentally Friendly Products	Eric Han, Louis Utama	Universitas Tarumanagara
14.45 - 15.00	064	Factors That Influence Attitude Towards Online Shopping At Shopee Among Generation Z	Gilberto Kalim, Louis Utama	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : A505
Topic : Economic and Business
Moderator : Assoc. Prof. Dr.Vũ Hoàng Nam

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	131	The Influence Of Transformational Leadership, Motivation, And Satisfaction Towards Employee Performance In Banking Sector	Hariyono Darmawan, Sri Listyarini, Aryana Satya	Universitas Terbuka
13.15 - 13.30	075	The Impact of Corporate Social Responsibility and Intellectual Capital on Financial Performance	Jesslyn Seowidasari, Agustin Ekadjaja	Universitas Tarumanagara
13.30 - 13.45	076	The Influence Of Entrepreneurial Orientation, Market Orientation, And Marketing Capability On Culinary Sme Performance In Bintaro Region.	Robertus Krosihi Jaya Waga, Oey Hannes Widjaja	Universitas Tarumanagara
13.45 - 14.00	066	Influence Of Entrepreneurial Knowledge And Self-Efficacy On Entrepreneurial Intention: The Mediating Role Of Family Environment	Daniel Sebastian Styadinata, Lydiawati Soelaiman	Universitas Tarumanagara
14.15 - 14.30	003	Exploring Environmental Concern and Consumer's Motives Towards Intention to Purchase Electric Vehicle in Jakarta	Albert, Tommy Setiawan Ruslim	Universitas Tarumanagara
14.30 - 14.45	046	Influencer-Based Marketing: Measuring the Impact of Collaboration with Influencers on Social Media With Audience Engagement As an Intervening Variable	Ridho Jamal Atamimi, Cokki, Haris Hutapea	Universitas Tarumanagara
14.45 - 15.00	133	Factors Influencing The Performance Of Key Account Managers In The Indonesian Banking Industry	Zipora Pratama, Sekarsyifa Sesarea, Meyriana Kesuma, Fajar Fadillah, Andre Williams	Prasetiya Mulya University
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : H303
Topic : Economic and Business
Moderator : Assoc. Prof. Dr. Phan Trần Trung Dũng

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	164	Improving Performance For Company Sustainability By Implementing Lean Manufacturing	Kenny Ooi Kean Hooi, Agustinus Purna Irawan, Tezara Cionita, Januar Parlaungan Siregar, Deni Fajar Fitriyana, Jamiluddin Jaafar, Ayub Ahmed Janvekar	MH Multipack Pte Ltd, Universitas Tarumanagara, INTI International University, Universiti Malaysia Pahang, Universitas Negeri Semarang, Universiti Tun Hussein Onn Malaysia, Vellore Institute of Technology
13.15 - 13.30	130	The Power Of Bonding Social Capital Behind The Progress Of A Leading Telecommunications Company	Denita Indah Nine, Helena Anggraeni Tjondro Sugianto, Kristinia Ilis	Shanti Bhuana Institute
13.30 - 13.45	080	Performance Of Food And Beverage Companies Before And During The Covid-19 Pandemic	Rini Tri Hastuti, Richard Andrew, Felita Cahyani	Universitas Tarumanagara
13.45 - 14.00	083	Systematic Literature Review: Exploration Of Factors That Influence Innovation Performance And Manufacturing Company Performance	Lithrone Laricha Salomon, Agustinus Purna Irawan, Eko Suhartanto	Universitas Tarumanagara
14.15 - 14.30	097	The Role Of Corporate Governance In The Capital Structure Of Banking Companies	Khairina Natsir, Nurainun Bangun	Universitas Tarumanagara
14.30 - 14.45	110	Investigating How Benefit, Ease Of Use, And Risk Affect Fintech Usage Experience	Henryanto Wijaya, Carunia Mulya Firdausy, Indra Widjaja	Universitas Tarumanagara
14.45 - 15.00	112	Fintech Adoption For MSMES Sustainability	Agus Zainul Arifin, khairina Natsir, Darryl, Janet	Universitas Tarumanagara

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.00 - 15.15	179	Corporate Social Responsibility Disclosure and Leverage Level on Financial Performance	Keane Aldyth Mahdy, Yanti Yanti	Universitas Tarumanagara
15.15 - 15.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : K312
Topic : Economic and Business
Moderator : Dr.Nguyễn Thuý Anh

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	115	The Impact of Board Diversity on Earnings Quality of Indonesian Banks	Herni Kurniawati, Yustina Peniyanti Jap	Universitas Tarumanagara
13.15 - 13.30	143	The Effect Of Profitability, Company Size, Sales Growth And Leverage On Firm Value	Linda Santioso	Universitas Tarumanagara
13.30 - 13.45	155	Development Of Instruments For Sustainable Entrepreneurial Activities: In The Perceptions Of Entrepreneurship Students	Kartika Nuringsih, Edalmen Edalmen	Universitas Tarumanagara
13.45 - 14.00	161	The Influence Of System Quality, Information Quality, And Service Quality On User Satisfaction Of The Ruangguru Application In West Jakarta	Andi Wijaya, Joyce A. Turangan	Universitas Tarumanagara
14.15 - 14.30	162	The Role Of Private University Leaders In Building Reputation Through Institutional Accreditation	Paula Tjatoerwidya Anggarina, Agustinus Purna Irawan, Fransisca Iriani Roesmala Dewi, Dhita Widya Putri, Eunice Mareth Querol Areola, Andriew Lim, Canan Tercan	Universitas Tarumanagara, University of Debrecen, UST Angelicum College, Hotelschool The Hague, AYDIN University
14.30 - 14.45	001	Fostering Loyalty: Investigating the Coffee Shop with Satisfaction as an Intervening Variable	Viona Virtuna Abdichianto, Tommy Setiawan Ruslim	Universitas Tarumanagara
14.45 - 15.00	002	Predicting Repurchase Intention with E-satisfaction as a Mediator on E-commerce Shopee	Michelle Darmawi, Tommy Setiawan Ruslim	Universitas Tarumanagara

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.00 - 15.15	183	Brand love as a Mediation of The Influence of Novelty and Experience on Revisit Intention at the Jogja Tourism City	Galuh Mira Saktiana	Universitas Tarumanagara
15.15 – 15.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : K313
Topic : Art & Design
Moderator : Assoc. Prof. Dr. Nguyễn Ngọc Hà

Schedule	ID	Paper Title	Author(s)	Institution(s)
13.00 - 13.15	074	Indonesia Agents Of Change In Visual Culture	Kurnia Setiawan, Agus Danarto	University Tarumanagara
13.15 - 13.30	078	The Implementation Of Project Based Learning In Creative Humanities Course	Kurnia Setiawan, Ninawati	University Tarumanagara
13.30 - 13.45	047	Recommendations for Visual Communication in the "Senyum Mahkota Hati" Initiative Campaign	Valiani, Anny Valentina, Yugih Setyanto	Universitas Tarumanagara
13.45 - 14.00	048	Visual Communication Strategy to Increase Student's Awareness of Verbal Bullying	Vincent Leonard Angkasa, Anny Valentina, Yugih Setyanto	Universitas Tarumanagara
14.15 - 14.30	049	Visual Communication Strategy to Build Awareness of Reusable Tote Bag Hoarding	Grivenna Lavender Putri, Anny Valentina, Yugih Setyanto	Universitas Tarumanagara
14.30 - 14.45	050	Visual Communication Media Planning As An Educational Medium for Autism Spectrum Disorder (ASD)	Evelyn Firdaus, Anny Valentina, Yugih Setyanto	Universitas Tarumanagara
14.45 - 15.00	051	Teen Greens Initiative Campaign: Visual Communication Strategy	Felysia Regina Salis, Anny Valentina, Yugih Setyanto	Universitas Tarumanagara
15.00 - 15.15		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 2

Room : K212
Topic : Psychology
Moderator : Dr. Hoàng Gia Thu

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	102	Exploration Of Motivation And Learning Satisfaction In MBKM Research Activities	Ayesha Desfitriane, Margareta, Erika Ardy Mesia Putri, Vienchenzia Oeyta Dwitama Dinatha, Jap Tji Beng, Sri Tiatri	Universitas Tarumanagara
15.45 - 16.00	103	Motivation, Challenges, And Impact Of MBKM Learningon Students' Personal And Academic Development	Anisa Husnul Khotimah, Ayesha Desfitriane, Velline Samantha, Jap Tji Beng, Sri Tiatri	Universitas Tarumanagara
16.00 - 16.15	136	The Perspective of Elementary Students in Indonesia on Bullying Behavior in School	Philia Anasty Gumay, Salim Santoso, Yuri Prisiani, Monica Glory Faithria, Kacen, Asoka Dhananjaya, Novario Jaya Perdana	Universitas Tarumanagara
16.15 - 16.30	104	Analysis Of The Capability Of Categorical Syllogismin Primary School Students: Case Study In GMG Village	Margareta, Zahra Shafira, Ocarifa Angela, Jap Tji Beng, Sri Tiatri	Universitas Tarumanagara
16.30 - 16.45	105	Overview Of The MBKM Research Program To Improve Student Soft Skills In Team Collaboration And Communication	Shalsa Dea Purnama, Margareta, Lidya Romasi Hutagalung, Vienchenzia Oeyta Dwitama Dinatha, Jap Tji Beng, Sri Tiatri	Universitas Tarumanagara
16.45 - 17.00	113	An Overview Of Growth Mindset Among Employees Working In The Fast Moving Consumer Goods (FMCG) Industry	Mellisa, Cintya Yunetta, Sweet Lovely Panelewen, Sri Tiatri	Universitas Tarumanagara
17.00 - 17.15	158	Nursing Students With Pyschological Capital: The Role Of Self-Regulated Learning In Academic Adjustment	Rindu Anisa, Sri Tiatri, Pamela Hendra Heng	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 2

Room : K213
Topic : Psychology
Moderator : Assoc. Prof. Dr. Nguyễn Thị Khánh Chi

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	060	Psycho-Juridical Of People's Oil Mining Traditions In Lama Baru Village And Telaga Said Village, Sei Lapan District, Langkat District, North Sumatra	Agoes Dariyo, Raja Oloan Tumanggor, Stephany Merlin, Ezra Andrianputra	Universitas Tarumanagara
15.45 - 16.00	071	The Relationship Between Authoritarian Parenting And Psychological Well Being Of Late Adolescents	Ninawati, Kurnia Setiawan, Pipih Murtapiah, Amelia Niken Permata Sari, Putri Aurel Rizkia Arfyani, Fannia Arindi Talitha Putri, Kinta Duanty	Universitas Tarumanagara
16.00 - 16.15	072	The Relationship Between Authoritarian Parenting Style And The Emotional Well-Being Of Teenagers In Jakarta	Ninawati, Kurnia Setiawan, Wilson Wiedardi Limtara, Claudia Angela, Miranda Bellany, Neva Sefanya, Stevani	Universitas Tarumanagara
16.15 - 16.30	079	Development of a Spiritual Intelligence Training Module to Improve Attitudes of Religious Moderation for Adolescents	Raja Oloan Tumanggor, Slamet Subekti, Agoes Dariyo	Universitas Tarumanagara
16.30 - 16.45	106	Teachers' Perceptions Towards The Thinking Ability Of Primary School Students In GMG Village, Central Java	Sri Tiatri, Jap Tji Beng, Mei le, Ayesha Desfitriane, Margareta, Shalsa Dea Purnama, Zahra Shafira	Universitas Tarumanagara
16.45 - 17.00	127	Communication Skills In Social Interaction Of Inclusion Children: A Case Study	Fransisca Iriani R. Dewi, Grasella A. Pangandaheng, Darren Melvin, Upie Fitri Nurqalby, Griselda Artha Daeli	Universitas Tarumanagara
17.00 - 17.15	135	Adolescents' Experiences Of Self-Harm: A Qualitative Study	Fransisca Iriani R. Dewi, Juniven Claudes, Nivia, Putri Oktariana, Bayu Eko Saputro	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 2

Room : A702
Topic : Psychology
Moderator : Dr.Vũ Thị Phương Mai

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	187	A Descriptive Study Of Workplace Wellbeing Among Agribusiness Employees At PT X	Riska Kasdim, Grace Santika Dewi br Ginting, Alexandra Jessica Kelly, Daniel Lie, Ismoro Reza Prima Putra	Universitas Tarumanagara
15.45 - 16.00	188	A Descriptive Study Of Work Engagement Among Working Moms	Farah Nabila Nasution, Jesenia Chairunissa, Davina Sarahsanty, Ahmad Hanif Musaddad, Daniel Lie, Ismoro Reza Prima Putra	Universitas Tarumanagara
16.00 - 16.15	189	A Descriptive Study Of Psychological Capital Among Working Moms	Dita Permata Senjani, Deniella Kesya Almira, Theresia Patria Viani, Ismoro Reza Prima Putra, Daniel Lie	Universitas Tarumanagara
16.15 - 16.30	190	A Descriptive Study Of Work Engagement Among Manufacturing Employees At PT. X	Vania Angeline, Yohana Desia Putri, Valentina Tyas Widiyawati, Noviantika Miranda Permatasari, Daniel Lie, Ismoro Reza Prima Putra	Universitas Tarumanagara
16.30 - 16.45				
16.45 - 17.00				
17.00 - 17.15				
17.15 - 17.30		QnA Session		

**schedule in GMT +7

SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 2

Room : A505
Topic : Psychology
Moderator : Dr.Chu Thị Mai Phương

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	157	The Relevance Of Critical Thinking In Psychology	Raja Oloan Tumanggor	Universitas Tarumanagara
15.45 - 16.00	163	Overview of the Public's Need for Psychological Services in Indonesia: APRSI Survey 2024	Denrich Suryadi	Universitas Tarumanagara
16.00 - 16.15	068	Level Of Test-Anxiety In Indonesian University Students	Farhah Suruurah Rizqiah Sanaky, Salma Auzia Minhatul Millah, Najma Aalya Chaerani, Verdiani Prastiwi Damayanti, Meylisa Permata Sari, Monika	Universitas Tarumanagara
16.15 - 16.30	077	Understanding Retirement Readiness: The Role Of Retirement Resources And Perceived Organizational Support	Fatimah Muthahirah, Rostiana Rostiana	Universitas Tarumanagara
16.30 - 16.45	084	A Systematic Review Of The Effectiveness Of Teaching In The 'Learner Control Autonomy Support Classroom' System	Ferdinandus Arifin Sulaiman, Fransisca Iriani R. Dewi	Universitas Tarumanagara
16.45 - 17.00	085	The Role Of Personal-Social Responsibility And Sportsmanship In Predicting Aggression (A Study On Young Adulthood)	Dionisius Kevin Raphael, Samsunuwiyati Mar'at, P. Tommy Y.S. Suyasa	Universitas Tarumanagara
17.00 - 17.15	101	Optimizing Student Skills In Carrying Out Research Through The MBKM Research Program	Zahra Shafira, Anisa Husnul Khotimah, Rahmiyana Nurkholiza, Vienchenzia Oeyta Dwitama Dinatha, Jap Tji Beng, Sri Tiatri	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

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SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 1

Room : H303
Topic : Communication
Moderator : Dr.Nguyễn Ngọc Đạt

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	012	Social Media Content as a Means of Cultural Preservation in Swara Gembira	Calista Takako, Wulan Purnama Sari	Universitas Tarumanagara
15.45 - 16.00	015	NCT Dream, Tap Cash BNI, and Purchase Interest. (Marketing Communication Study on NCT Dream Community)	Cika Puspita Rini, Moehammad Gafar Yoedtadi	Universitas Tarumanagara
16.00 - 16.15	035	Study Of Cultural Meanings Of Kirab Traditionin Confucianism In Central Java	Rendy Hanatia, Wulan Purnama Sari	Universitas Tarumanagara
16.15 - 16.30	040	The Influence Of Advertising On Audience Interest In Attending An Event	Tsabita Attaqiyya Yasir, Muhammad Gafar Yoedtadi	Universitas Tarumanagara
16.30 - 16.45	021	The Effect Of Exposure To Shasa Zhania's Tiktok Content On Attitude In Dressing Followers	Feyrent Leony Agatha, Riris Loisa	Universitas Tarumanagara
16.45 - 17.00	028	The Impact Of Rebranding On Twitter's Corporate Image	Leonardo, Riris Loisa	Universitas Tarumanagara
17.00 - 17.15	039	Recycle Content In Turning On Brand Awareness of a Product	Stephanie Gracetine, Riris Loisa	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

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SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 2

Room : K312
Topic : Communication
Moderator : Assoc. Prof. Dr. Nguyễn Thị Thuỳ Vinh

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	065	Television Editorial Policy in Reporting the 2024 General Election	Moehammad Gafar Yoedtadi, Ahmad Djunaidi, Yugih Setyanto, Lusia Savitri, Diah Ayu Candraningrum	Universitas Tarumanagara
15.45 - 16.00	016	Public Relations Strategy In Building Brand Image Through Instagram Lime Light Bar	Dara Ayu Sofie Harmia, Yugih Setyanto	Universitas Tarumanagara
16.00 - 16.15	033	Police Public Relations Strategy in Improving the Positive Image of the National Police	Nadya Natalia, Yugih Setyanto	Universitas Tarumanagara
16.15 - 16.30	034	Semiotic Study of Vtuber Kobo Kanaeru and Vtuber Akemi Nekomachi Visual Communication on YouTube	Nerissa Arviana, Septia Winduwati	Universitas Tarumanagara
16.30 - 16.45	042	Empowerment of the Deaf Community: A Case Study of Symbolic Interaction at a Starbucks signing store.	Wilson Muliawan, Muhammad Adi Pribadi	Universitas Tarumanagara
16.45 - 17.00	043	Group Communication of Eating Reorder in Building Supportiveness	Yoliandra Nur Sharka, Septia Winduwati	Universitas Tarumanagara
17.00 - 17.15	009	The Role Of Symbolic Interaction In Carrying Out Marketing Communication On Instagram Social Media : Brand Maxima Proejct	Aldo Riady, Muhammad Adi Pribadi	Universitas Tarumanagara
17.15 - 17.30		QnA Session		

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SESSION SCHEDULE:

Thursday, 25th April 2024 | SESSION 2

Room : K313
Topic : Art & Design
Moderator : Dr.Nguyễn Thị Thanh Huyền

Schedule	ID	Paper Title	Author(s)	Institution(s)
15.30 - 15.45	053	The Implementation Of Illustrations In The Design Of Reflection Book For The Development Of Early Childhood Characters	Catherine Patricia, Kurnia Setiawan, Ferdy Tanumihardjo	Universitas Tarumanagara
15.45 - 16.00	054	Perancangan Buku Mengenai Tanaman Obat Di Eco Spirit Center Puspapanita	Milka Effendy, Kurnia Setiawan, Ferdy Tanumihardjo	Universitas Tarumanagara
16.00 - 16.15	061	Analyzing The Impact Of Using Game Media In Self- Development Training	Nabila Maharani, Kurnia Setiawan, Ferdy Tanumihardjo	Universitas Tarumanagara
16.15 - 16.30	089	Eco-Friendly Material As A Natural Ambiance Image In The Interior Of Suite Bedroom Akmani Hotel Jakarta	Ananta Satria Daeng, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
16.30 - 16.45	090	Harmonization Of Betawi Culture And Luxurious Interior Of The 5 Star Hotel Indonesia Kempinski Jakarta	Leoni Liu, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
16.45 - 17.00	091	The Luxurious Of Bintan Heritageat Swissotel Bintan Lobby Receptionist	Yunanto, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
17.00 - 17.15	092	The Fusion Of Archipelago Cultural Elements As The Interior Identity Of The National Library Of The Republic Of Indonesia	Berlian Iftinan Mumtas, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
17.15 - 17.30	194	Interpretation Of Brand Identity And Brand Image In The Interior Concept Of A 4-Star Business Hotel In Bekasi	Jovina Arienne Christly, Noeratri Andanwert, Nikki Indah Andraini	Universitas Tarumanagara
17.30 - 17.45		QnA Session		

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Secretariat

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