

Book of Abstract Conference Proceeding

6th MESS

**6th International Conference on Management,
Education, and Social Science**

**Conference Theme: "Fostering Innovative Global Collaboration in Thailand:
An integrated International Conference with Student Mobility, Research
Partnerships, and Experiential Industry Visit Program"**

**International Conference:
Shinawatra University, Thailand
October 8-9, 2025**

Supported by :



Book of Abstract Conference Proceeding

6th International Conference on Management, Education, and Social Science (6th MESS)

Theme: “Fostering Innovative Global Collaboration in Thailand: An integrated International Conference with Student Mobility, Research Partnerships, and Experiential Industry Visit Program”

**Hybrid International Conference
Shinawatra University Thailand
October 8-9, 2025**



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Theme: “Fostering Innovative Global Collaboration in Thailand: An integrated International Conference with Student Mobility, Research Partnerships, and Experiential Industry Visit Program”

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FOREWORD





Research Synergy Foundation is a digital social enterprise platform that focuses on developing the Global Research Ecosystem towards outstanding global scholars. We build collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration and to contribute more to society and humanity. As a social enterprise, our aim is to provide a good research ecosystem and platform for researchers to share, discuss, and disseminate their ideas. In addition, it helps you to improve your research and contribute to the knowledge. Therefore, creating social value and impact is our priority.

From 2017 to 2024, more than 35.000 scholars have participated in our programs from Asia, Australia, Africa, America, and Europe continents. With the average of the increasing number of members by more than 5.000 each year, we continuously strengthen the global research ecosystem by having five support systems that are ready to help members from across the world.

There are various agendas (work and program) that we have already done since 2017 up to present. The agendas are coming from all the support systems in the Global Research Ecosystem, named: Scholarvein, ReviewerTrack, Research Synergy Institute, Research Synergy Press, and Global Research Community. Research and publication cannot be seen as a separate part. Otherwise, we should take both as a comprehensive program. Moreover, the quality of the paper is the biggest concern for publication. To achieve the Organization/University/ Institution goal, we provide some agendas that can support you in research and publication enhancement. Some of the prominent agendas are:

1. International Conferences: It aims to create a "tipping point" of opportunities for participants to disseminate their research globally and have reputable scientific publication output.
2. Scientific and Academic Writing Coaching Clinics: It aims to provide a targeted and intensive learning strategy for publishing papers in high-impact Scopus/ WOS international journals.
3. Workshops: It aims to provide a vibrant learning forum to enhance the author's capability of scientific writing skills and the manuscript's quality.
4. Learning and Knowledge Sharing Programs: It aims to provide the best practice and guide from the experts, editors, and publishers' perspectives in research and publication enhancement.
5. Social Programs: It aims to empower and encourage society to share the value of creating an impactful program with us.

Research Synergy Foundation welcome all individuals, organizations/institutions (universities, governments, and private sectors) to be part of our Global Research Ecosystem.

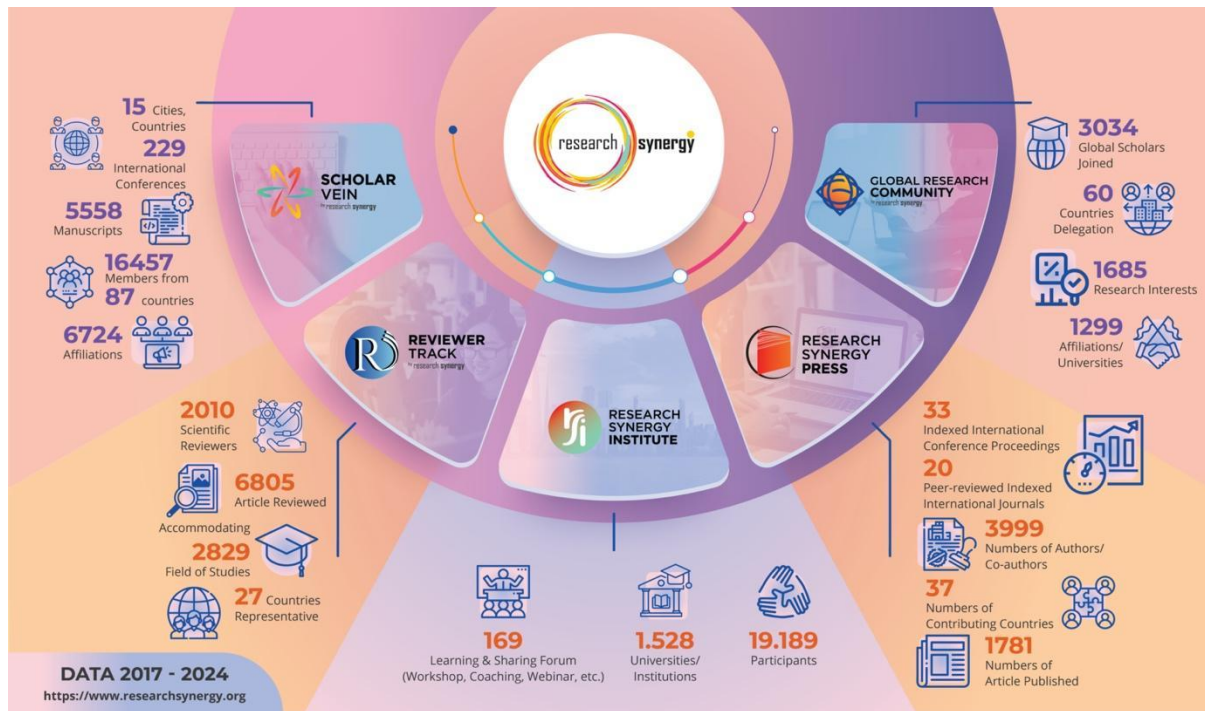


Figure: Global Research Ecosystem owned by Research Synergy Foundation (data from 2017 – 2024)

Please find other important links related to RSF profile:

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<https://www.researchsynergy.org/>



Vision

To become an independent, progressive, and leading Islamic university in Asia by the year 2033.

Mission

1. To provide education and teaching that develop human resources with faith, piety, and noble character as *mujahid*, *mujtahid*, and *mujaddid*.
2. To conduct research that generates new ideas, concepts, and theories for the benefit of society.
3. To carry out community service programs aimed at improving social welfare.
4. To manage the university based on the principles of good university governance founded on Islamic values.

Objectives

1. To produce graduates who uphold Islamic values and possess excellence in knowledge and skills.
2. To nurture graduates who are competent, ethical, and entrepreneurial.
3. To create research outcomes that are beneficial and applicable to society.
4. To establish a university that implements Islamic values and good governance in all aspects of management.

Core Values

1. Faith and Integrity
2. Excellence
3. Innovation
4. Entrepreneurship
5. Islamic Morality

<https://unisba.ac.id/>

By 2028, Shinawatra University will be recognized as a leading global institution, ranked among the top 300 universities worldwide, distinguished by its commitment to sustainable development and its positive impact on society.

Mission

1. To provide modern, comprehensive education at all levels to meet the needs of Thailand and the global community.
2. To foster a culture of research and innovation that advances academic excellence and knowledge.
3. To offer academic services that contribute to sustainable national and global development.
4. To preserve and promote Thai art and culture for global appreciation.

Faculty of Management Vision

To empower graduates with adaptable skills, leadership, and ethical values for success in evolving economic challenges, fostering lifelong learning and holistic well-being.

Faculty of Management Mission

1. To provide undergraduate and postgraduate education that develops competent, ethical, and lifelong-learning management professionals.
2. To encourage research and creativity aligned with academic and managerial excellence.
3. To promote international collaboration and innovation in management education.
4. To contribute to social and economic development through sustainable and responsible management practices.

Core Values

1. Integrity
2. Adaptability
3. Innovation
4. Leadership
5. Lifelong Learning

<https://siu.ac.th/>



Vision

To become a reputable and regionally recognized academic institution, providing quality learning opportunities to financially challenged yet deserving students, in order to produce competent, conscientious, committed, and compassionate global professionals.

Mission

To cultivate future-ready global professionals through inclusive, high-quality, and relevant education underpinned by a research-oriented culture and collaborative partnerships.

Objectives

1. Providing high-quality education to bright but deserving residents of Calamba.
2. Developing students into well-trained, highly skilled, productive, enlightened, and morally upright professionals.
3. Conducting growth-oriented and personal development training programs.
4. Designing and delivering academic programs that are pertinent, job-oriented, and responsive to both local and national needs.

Core Values

1. Resilient
2. Integrity-driven
3. Zealous
4. Adaptable
5. Lifelong Learner

<https://ccc.edu.ph/>

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ORGANIZING COMMITTEE

Conference Chair

Assoc. Prof. Dr. Hendrati Dwi Mulyaningsi
Founder & CEO of Research Synergy Foundation

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Research Synergy Foundation

Ani Wahyu Rachmawati
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Finna Zephyrine
Research Synergy Foundation

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Research Synergy Foundation

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Vahid Norouzi Larsari, Ph.D. – Adjunct Professor, Manipal GlobalNxt University, Malaysia

Dr. Ronald A. Gonzales – College President, City College of Calamba, Philippines

Dr. Mohsin Shaikh – MIT World Peace University, India

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Dr. Seyfeddin Neslinebi – Yıldırım Beyazıt University, Turkey

Prof. Maryann H. Lanuza – City College of Calamba, Philippines

CONFERENCE CHAIR MESSAGE

Distinguished Participants and Guest,
Excellencies, Ladies, and Gentlemen

Good morning, distinguished keynote speakers, respected presenters, esteemed participants, and cherished members of our global academic community. It is with great honor and heartfelt pleasure that I welcome you all to the **6th International Conference on Management, Education, and Social Science (6th MESS)** — jointly organized by **Research Synergy Foundation, Management Study Program, Faculty of Economics and Business, Universitas Islam Bandung**, and **Shinawatra University**, and proudly co-hosted by **City College of Calamba, Philippines**.

This year's conference carries the inspiring theme: **“Fostering Innovative Global Collaboration in Thailand: An Anticipated International Conference with Student Mobility, Research Partnerships, and Experiential Industry Visit Program.”** This theme reflects our shared vision to strengthen international collaboration, promote academic excellence, and bridge the gap between theory and practice through meaningful research partnerships and real-world experiences.

We are privileged to be joined by our distinguished keynote speakers:

- **Prof. Ir. A. Harits N. Nirwanto, Ph.D.** – Rector, Universitas Islam Bandung, Indonesia
- **Dr. Ronald A. Gonzales** – College President, City College of Calamba, Philippines
- **Asst. Prof. Dr. Saranya Saengamporn** – Shinawatra University, Thailand
- **Vahid Norouzi Larsari, Ph.D.** – Adjunct Professor, Manipal GlobalNxt University, Malaysia
- **Dr. Mohsin Shaikh** – MIT World Peace University, India

Your participation whether as a speaker, presenter, session chair, or attendee—represents the spirit of collaboration that transcends borders. This year, 6th MESS proudly welcomes delegates from more than **12 countries**, including **Indonesia, Thailand, the Philippines, Malaysia, India, Sri Lanka, Jordan, Morocco, Taiwan, the USA, Iran, and France**, reflecting the truly international nature of our academic community.

Through this conference, we aim to cultivate innovation, foster dialogue, and encourage interdisciplinary research that addresses the evolving challenges of our time in **management, education, and social sciences**. Let us seize this opportunity to exchange insights, build partnerships, and inspire future research endeavors.

On behalf of the organizing committee, I extend my deepest gratitude to all our partners, supporters, and participants for their invaluable contributions and continued dedication. May this conference be an inspiring and fruitful experience for all. I wish you success in your presentations and collaborations.

May this conference be a fruitful, insightful, and inspiring experience for all. I wish you great success in your presentations and collaborations. Thank you, and welcome once again to 6th MESS Conference.

Best regards,

Assoc. Prof. Dr. Hendrati Dwi Mulyaningsi, S.E., M.M.
Conference Chair of 6th MESS

HEAD OF ORGANIZING COMMITTEE



Allya Roosallyn Assyofa, S.E., M.Si.

Universitas Islam Bandung, Indonesia

Allya Roosallyn Assyofa, S.E., M.Si. is Lecturer, Management Study Program — Faculty of Economics and Business, Universitas Islam Bandung (UNISBA).

Allya Roosallyn Assyofa is a lecturer in the Management program at Universitas Islam Bandung (UNISBA) with the academic rank of Lektor. Her research interests include Human Resource Management, Organizational Behavior, and Islamic Management, and she has contributed to publications on topics such as e-service quality, knowledge sharing, and employee performance in Islamic organizational contexts.

She is active in institutional quality assurance and academic service at UNISBA (documented involvement with the Faculty Quality Assurance Body / BPM) and participates in national research indexing and profiles (SINTA / ORCID / Google Scholar).

WELCOME REMARKS



Assoc. Prof. Dr. Hendrati Dwi Mulyaningsih, S.E., M.M.
Founder & CEO of Research Synergy Foundation

Assoc. Prof. Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 35.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support- support system as like Reviewer track, Scholarvein, Research Synergy Institute and Research Synergy Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019 and 2024.

As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social Entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her be invited as reviewer in many reputable Scopus and WOS indexed journals and as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan, and US. She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international publishers. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

WELCOME REMARKS



Dr. Handri, S.E., M.M.

Head of Study Program, Management Program, Universitas Islam Bandung, Indonesia

Dr. Handri, S.E., M.M., born in Pariaman, West Sumatra in 1966, currently serves as the head of the management study program at the Faculty of Economics and Business, Bandung Islamic University. The management study program currently has 1,009 active students, consisting of concentrations in Financial Management, Operational Management, HR Management, Marketing Management and Entrepreneurship.



Dr. Asnita Frida B. R. Sebayang, S.E., M.Si.

Vice Rector I, Universitas Islam Bandung

Dr. Asnita Frida B. R. Sebayang is Associate Professor and Vice Dean III at the Faculty of Economics and Business, Universitas Islam Bandung, where she also holds the functional position of Lektor Kepala in the Development Economics program. She completed her undergraduate and master's studies at Universitas Gadjah Mada and earned her PhD from the School of Planning, Architecture, and Policy Development, Institut Teknologi Bandung. Her research focuses on regional development policy, inclusive local economic models, mosque-based entrepreneurship, and economic impacts of urban issues such as income inequality, human development index, and minimum wage policies. In addition to academic work, she has served as consultant for governmental and regional planning bodies.

OPENING SPEECH



Dr. Pratikshya Bhandari

Director, International Affairs, Shinawatra University, Thailand

Dr. Pratikshya Bhandari is the Director of International Affairs and Lecturer in the Faculty of Management at Shinawatra University. She holds a PhD in Management from Shinawatra University, a Master in Business Studies from Prithivi Narayan Campus, Nepal, and a Bachelor from Kanya Campus, Nepal.

Her research and teaching interests include entrepreneurship, decision sciences, operations management, and risk management.

Among her recent works are studies on entrepreneurial leadership, innovation capability, and small and medium enterprise (SME) performance.

She has been active in establishing global academic partnerships and driving the internationalization efforts of her institution.

CLOSING REMARKS



Dr. Regina G. Almonte

Vice President for Research, Extension, Planning, and Quality Assurance, City College of Calamba, the Philippines

Regina G. Almonte, PhD, is Director of the Management Information Systems Department and serves as Vice President for Research, Extension, Planning, and Quality Assurance at City College of Calamba.

She has earned two bachelor's degrees and two master's degrees, in addition to her doctorate in IT Management.

Her academic specialties include computing education, machine learning, data mining, e-commerce, and e-government—all directed toward applying technology for societal and institutional transformation.

Dr. Almonte is known for leadership in curriculum development, student research mentorship, and institutional quality assurance.



Prof. Maryann H. Lanuza

Vice President for Research and Innovation, City College of Calamba, the Philippines

Prof. Maryann H. Lanuza is an accomplished mathematics educator, certified statistician specialist (CSS), and dedicated researcher advancing mathematics education. She earned her Master of Science in Mathematics Education from the Polytechnic University of the Philippines, Manila, and her Bachelor of

Secondary Education (Mathematics) from City College of Calamba. She is currently pursuing a Ph.D. in Mathematics Education at Philippine Normal University, Manila. A licensed professional teacher and civil service licensee, Prof. Lanuza holds the role of Assistant Professor III in the Mathematics Cluster of the Department of Teacher Education (DTE) and serves as Vice President for Research and Innovation. Her expertise is recognized through her associate membership in the National Research Council of the Philippines and involvement in professional organizations such as MTAPTL, MSP-NCR, MathEd Inc., PAFTE, ALCUCOA, IOER, AQRA, IASPER, and Asian Intellect. Prof. Lanuza is a respected speaker specializing in mathematics education, research methodologies, and innovative gamification teaching techniques. Her scholarly works appear in international refereed journals indexed by Scopus and Thomson Reuters, and she has presented her research globally, both onsite and virtually, in Asia, Europe, and the United States. Her research interests include gamification techniques, innovative teaching strategies, gamified modular approaches, and Outcome-Based Education (OBE), tailored to modern educational

contexts. She has authored chapters in influential educational books, including “Developing Growth Mindset: Chapter 6: Acceptance of Challenges” (2022), with forthcoming works on transformational leadership, teaching innovation, and research innovation. Her contributions have earned numerous awards, including the Gawad Calambeña Award, IOER Outstanding Mathematics and Researcher Award (Philippines), Outstanding Alumnae and Senior Faculty awards from CCC, IOER Outstanding Mathematics Educator (Vietnam), Seal of Excellence in Mathematics Education (Canada), Exemplary Higher Educator Award (Thailand), and various recognitions from EduHeart Publishing. Beyond her professional achievements, Prof. Lanuza cherishes her personal life as wife to Mr. Gerardo and mother to Xealtiel (Zilchel) Mary, considering this her greatest accomplishment.

KEYNOTE SPEAKER



Prof. Ir. A. Harits Nu'man, M.T., Ph.D., IPM
Rector of Universitas Islam Bandung, Indonesia

Prof. Ir. A. Harits Nu'Man is a full professor in Industrial Engineering and currently serves as the Rector of Universitas Islam Bandung (Unisba) for the 2025–2029 term.

Under his leadership, Unisba has set a strategic goal to become the university with the highest number of professors in West Java, and to elevate its global academic standing.

Prof. Harits is also active in public discourse, having commented on campus safety and student welfare during critical events.



Dr. Ronald A. Gonzales

College President City College of Calamba, Philippines

Dr. Ronald A. Gonzales is a distinguished name in education and transformative leadership, recognized both nationally and internationally. In 2023, he was honored as the Most Outstanding Transformational Leader and Educator in Vietnam, awarded the Gawad Sulo Eminent Alumni for Educational Leadership and Management by the Philippine Normal University, and passed the CES Board Examination. In 2022, he was acclaimed as an Exemplary Administrator in

Higher Education in Thailand and received the Outstanding Leadership in Education award in New York, USA.

He actively serves the education sector as a National Monitor for CPD Programs under PRC, a Member of the Technical Evaluators of the Commission on Higher Education, a CHED-RQAT member, a cum laude graduate of BSE-English and top graduate of MAEd-Administration and Supervision at Laguna College of Business and Arts, a PhD in Educational Management from Philippine Normal University, and a National Accreditor of ALCU COA. As President and Vice President for Student Development and Auxiliary Services of the City College of Calamba, he has been instrumental in transforming the institution into an accredited LUC and a GCED Regional Hub in CALABARZON. He is also a visiting lecturer in graduate programs across the country and a consultant to the local governments of Pasay and San Pedro, Laguna.

A strong advocate of language and literature, Dr. Gonzales serves as National President of the Alliance of Language and Literature Teachers, Inc., while actively engaging in national and international academic organizations. His scholarly influence extends through research, publications, and peer review, further demonstrating his commitment to academic excellence.

A cum laude PhD graduate of PNU, he pursued postgraduate studies in Global Citizenship Education at UNESCO-APCEIU Korea, completed his Post-Doctorate in Global Academic Leadership at AIM, and is a UPLB Fellow in Higher Education Leadership. He currently leads as President of CCHEIA and ALCU Region IV-A CALABARZON, National Treasurer of ALCU, PRO of PAFTE National, and Vice Chairman of PAFTE Region IV-A.

With his leadership, passion, and dedication, Dr. Gonzales continues to change the face of education. He is not only a leader but also an inspiration—proving that true success is measured by the lives he touches, the opportunities he creates, and the future he helps build.

KEYNOTE SPEAKER



Asst. Prof. Dr. Sranya Saengamporn

Shinawatra University, Thailand

Asst. Prof. Dr. Sranya Saengamporn is a lecturer in the Faculty of Education at Shinawatra University.

Her research appears in education and school leadership contexts; for example,

she co-authored an article on the relationship between ethical leadership of school administrators and administrative efficiency in

the Surat Thani Primary Educational Service Area, Thailand.



Vahid Norouzi Larsari, Ph.D

Adjunct Professor at Manipal GlobalNxt University, Malaysia

Vahid Norouzi Larsari is currently a Ph.D. Candidate in Education Program, Charles University, Prague, department of pre-primary and primary education, and is working as a reviewer for international Journals in the field of education, literacy, and English language teaching. He has been involved in English Language Teaching (ELT) since 2002. He has chaired international

conferences in his resume. His main areas of research interest include assessment in education and English language teaching, literacy, and technology in education. He has published over 35 journal articles and 7 books and participated in international conferences over 30 conferences in the field of education. He is a reviewer team member of several scientific journals in the area, including the International Journal of Education and Literacy Studies (IJELS) and Computer-Assisted Language Learning (CALL). He is a Fellow with a demonstrated history of conducting empirical studies, including quantitative, qualitative, and mixed-methods studies in higher education.



Dr. Mohsin Shaikh

MIT World Peace University, India

Dr. Mohsin Shaikh is Associate Professor in the School of Management at MIT World Peace University, Pune.

He holds an MBA and a PhD in Business Administration from Savitribai Phule Pune University.

With over 24 years of experience in teaching, research, and administration, he has guided more than ten PhD candidates and is a recognized research guide.

His research interests include management, human resource development, entrepreneurship, and cross-cultural studies.

He also serves as visiting professor at Yogyakarta State University, Indonesia, contributing to international collaboration.

MODERATOR



Santi Rahmawati, S.T., M.S.M.

**Founder & Director of Global Network and Operation
Reserch Synergy Foundation**

Santi is a Founder and Chief of Operating Officer (COO) of the Research Synergy Foundation (RSF). She actively engaged with scholars around the world for strengthening the Global Research Ecosystem. As the Director of Scholarvein, she creates, maintains, and develops the integrated system for managing international scientific conference and forum since 2017 up to 2024 and already give benefit to more than 16.457 participants coming from >87 countries. With the combination of engineering and management science educational background, she has built the optimum workflow for scholars to contribute more to the society and humanities. Santi holds her bachelor's degree of industrial engineering from Universitas Indonesia (UI). Furthermore, she had received her Master of Science Management (focusing on Entrepreneurship and Technology Management) from Institut Teknologi Bandung (ITB) in 2015. Santi has appointed as a Gateway Advisor in F1000Research (Scopus Q1) and Taylor & Francis Open Access Advisor (Scopus Q1, Q2 & WOS). She has already been an editor of three published books (both published by Routledge, Taylor & Francis), a reviewer in many reputable international journals, an author and co-authored multiple international research articles and book chapters.

SESSION CHAIRS



Eka Tresna Gumelar, S.T., M.M.

Universitas Islam Bandung

Eka Tresna Gumelar is Secretary of the Management Study Program (Sekretaris Program Studi Manajemen) and holds the functional academic rank of Lektor at the Faculty of Economics and Business, Universitas Islam Bandung.

His research contributions include studies on The Effect of FOMO on Muslim Women Consumers of Cosmetic Products (led by Rezi Muhamad Taufik Permana) and Entrepreneurial Strategy among

Muslim Undergraduate Students (led by himself).



Dr. Imelda Hermilinda Abas

Shinawatra University

Dr. Imelda Hermilinda Abas is Senior Lecturer at the Department of Semiotics and Cultural Studies, Academy of Arts and Philosophy, Shinawatra University, Thailand. She has previously taught at Abdulrahman Al-Sumait University in Zanzibar and Lebanese French University in Kurdistan. Dr. Abas holds a Bachelor's degree in English from Hasanuddin University, Makassar, Indonesia, as well as a Master's and Doctorate in Applied Linguistics from Universiti Utara Malaysia.

Her research interests include English language teaching, cultural studies, EFL/ESL learning processes, sustainability in higher education, and the application of the Delphi method in social research.



Yudha Dwi Nugraha, S.E., M.Sc.

Universitas Islam Bandung

Yudha Dwi Nugraha, S.E., M.Sc. is a Lecturer (Assistant Professor) at the Department of Management, Faculty of Economics and Business, Universitas Islam Bandung (UNISBA), Indonesia, and Coordinator of the MSIB (Certified Internship and Independent Study) Program at UNISBA. His research focuses on Islamic marketing, halal tourism, Muslim consumer behavior, destination marketing, and entrepreneurship. He has published academic articles indexed in

national and international databases and is listed on SINTA (ID: 6731357) and Google Scholar.



Prof. Mary Rose F. Montano
City College of Calamba

Assoc Prof. Mary Rose Montano is a seasoned Quality Assurance Director with over 19 years of experience in higher education, specializing in institutional quality improvement, accreditation, strategic planning, and faculty development. She currently leads the Planning and Development Office at City College of Calamba and also serves as a faculty member.

She holds a Master in Management (Public Administration) and earned her undergraduate degree in Political Science cum laude from Centro Escolar University. She is currently pursuing a Doctorate in Public Administration at the Polytechnic University of the Philippines.

Her research focuses on educational governance, mental health, gender development, and institutional efficiency, with several publications on topics such as academic resilience, student services, and gender fairness. She is a Certified Microsoft Innovative Educator and has participated in numerous leadership and quality assurance training programs at national and international levels.



Dr. Seyfeddin Neslinebi

Yıldırım Beyazıt University, Turkey

Dr. Seyfeddin Neslinebi is a seasoned expert in political science, human rights, and project management, with extensive experience in both academia and field research. As an Assistant Lecturer at Yıldırım Beyazıt University, Dr. Neslinebi has taught courses on Islamic Political Thought, Turkish Political History, and Turkey-EU Relations.

His background includes serving as Director of Human Resources and General Coordinator for a joint project between UNHCR and the General Directorate of Migration Administration of Turkey (GDMD), overseeing a large team of interpreters and coordinating with Turkish officials to support refugee communities. Dr. Neslinebi's research experience includes fieldwork for Navanti Group, covering topics like public perceptions in southeastern Turkey, illegal migration, and cross-border smuggling. He also contributed to TUBİTAK's Human Rights Project, supporting several prominent Turkish NGOs. With a Ph.D. from Yıldırım Beyazıt University, he has further education from Istanbul Bilgi University and London Kaplan Academy. His professional journey spans roles as Foreign Relations Coordinator at TUMSİAD, editor for Mostar Journal, and contributor to various news outlets. Dr. Neslinebi's scholarly contributions include co-authoring an anthology on Islamic Political Thought, reflecting his commitment to advancing Turkey's socio-political research and analysis.

JUDGING COMMITTEE



Dr. Doris Ogueri

Shinawatra University, Thailand

roles such as Vice President Education.

Dr. Doris Ifeoma Ogueri is Lecturer and Manager of International Affairs at Shinawatra University. She is a member of the judging panel for the QS Reimagine Education Awards 2025. Her roles include managing university international collaborations and student-faculty exchanges. She is also founder of Env4All and the LCK Ogueri Foundation, organizations that promote environmental awareness, sustainability education, and community development. In addition, she is active in Toastmasters and has served in leadership



Aditia Wirayudha, S.E., M.M.

Universitas Islam Bandung, Indonesia

Aditia Wirayudha, S.E., M.M. is the Assistant Lecturer at the Department of Management, Faculty of Economics and Business, Universitas Islam Bandung (UNISBA), Indonesia. His academic interests include organizational behavior and human resource management, focusing on topics such as group dynamics and social loafing. He has participated in academic forums such as the SoRes Conference and has published several related works.



Rezi Muhamad Taufik Permana, S.E., M.A.B

Universitas Islam Bandung, Indonesia

Rezi Muhamad Taufik Permana is a faculty member in the Management Department at Universitas Islam Bandung, with research interests in marketing management, entrepreneurship, and digital consumer behavior. He has contributed as inventor or co-inventor on works such as Halal Awareness and Influencer Credibility on Impulsive Buying Behavior and New Business Model for Creative Agency through Influencer Marketing.

Rezi also co-authored educational texts such as *Kewirausahaan dan Teknologi* and *Fondasi Utama Pengelolaan UMKM*.

CONFERENCE PROGRAM

Wednesday | October 8, 2025

Organized by:   SHINAWATRA UNIVERSITY Fostering Innovation				Co-hosted by:  https://messconference.com/			
CONFERENCE PROGRAM 6th International Conference on Management, Education, and Social Science (6th MESS) Venue Conference: Main Campus Shinawatra University Thailand October 8-9, 2025							
Wednesday, October 08, 2025							
Bangkok, Thailand Time (UTC+7)		Dur'	Activity - Main Hall				
8:30	- 9:00	0:30	Welcome reception and registration at Main Campus Shinawatra University Thailand Join Zoom Meeting: https://us06web.zoom.us/j/86738202794?pwd=64TlZmOnUpeymW86YHEnWlY3.1 OR https://cutt.ly/6thMESS Meeting ID: 867 3820 2794 Passcode: 6thmess				
9:00	- 9:15	0:15	Cultural Performance from Participants Universitas Islam Bandung				
9:15	- 9:25	0:10	Welcoming and Conference Agenda announcement by MC				
9:25	- 9:35	0:10	Welcome remarks of 6th MESS Dr. Handri, S.E., M.M. Head of Study Program, Management Program, Universitas Islam Bandung, Indonesia				
9:35	- 9:45	0:10	Opening Speech of 6th MESS Dr. Pratiksha Bhandari Director, International Affairs, Shinawatra University, Thailand				
9:45	- 10:00	0:15	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Conference Chair of 6th MESS Founder & Chairperson of Research Synergy Foundation				
10:00	- 10:15	0:15	MOU, MOA, and IA Signing Research Synergy Foundation, UNISRA, Shinawatra University, City College of Calamba				
10:15	- 10:30	0:15	Onsite Conference Group Photo & Coffee/ Tea Break				
10:30	- 11:05	0:35	Keynote Speaker: Asst. Prof. Dr. Sranys Saengamporn Shinawatra University, Thailand				
11:05	- 11:10	0:05	Token of Appreciation for Keynote Speaker				
11:10	- 11:45	0:35	Keynote Speaker: Prof. Ir. A. Harits Nu'man, M.T., Ph.D., IPM Rector of Universitas Islam Bandung, Indonesia				
11:45	- 11:50	0:05	Token of Appreciation for Keynote Speaker				
11:50	- 12:00	0:10	Announcement for Parallel Academic Presentation Session				
12:00	- 13:00	1:00	Lunch Break				
Main Campus Shinawatra University Thailand - Main Hall			Main Campus Shinawatra University Thailand - Meeting Room 1		Main Campus Shinawatra University Thailand - Meeting Room 2		Main Campus Shinawatra University Thailand - Meeting Room 3
13:00	- 13:10	0:10	Session Chairs Introduction of Onsite Presentation: - Eka Tresna Gumelar, S.T., M.M. - Universitas Islam Bandung - Asst. Prof. Dr. Sranys Saengamporn - Shinawatra University, Thailand		13:00 - 13:10	0:10	Judging Committee Introduction of BMC Presentation Onsite: - Dr. Doris Ogueri - Shinawatra University - Aditia Wirayudha, S.E., M.M. - Universitas Islam Bandung BMC Virtual Presentation Session on Breakout Room 1 (8 Virtual Presenters) Judging Committee: - Rezi Muhamad Taufik Permana, S.E., M. A.B - Universitas Islam Bandung
13:10	- 13:25	0:15	Paper ID: MSS25105 Presenter: Prof. Mary Rose F. Montano - City College of Calamba Title: "Future Proofing Library: Risk Management and Digital Resilience"		13:10 - 13:25	0:15	Team Name: Usahaland Presenter: Ms. Azzahra - Universitas Islam Bandung, Indonesia Title: "Smart AI Powered Platform for Young Entrepreneurs and MSMEs"
13:25	- 13:40	0:15	Paper ID: MSS25104 Presenter: Dr. Simplicio P. Alba - City College of Calamba Title: "Shaping Future-Proof Graduates: Exploring the Impact of RIZAL Graduate Attributes of a Philippine Local College"		13:25 - 13:40	0:15	Virtual Presentation 1 Team Name: Wujha360 Presenter: Lina Radran Ali Al Hinal - Gulf College, Oman Title: "Wujha360"
13:40	- 13:55	0:15	Paper ID: MSS25108 Presenter: Dr. Gerby R. Muya - City College of Calamba Title: "Global Citizenship Education in Action: Quantifying Students' Reflections and Its Impact on a Local College's Core Values"		13:40 - 13:55	0:15	Virtual Presentation 2 Team Name: Green Loop Innovators Presenter: Logina Hesham Ibrahim - Gulf College, Gulf College, Oman Title: "Green-Loop Innovators"
13:55	- 14:10	0:15	Paper ID: MSS25121 Presenter: Ms. Hainul Ummah - Yogyakarta State University Title: "It Is Not Just a Degree: Narrative Inquiry on Identity, Resilience, and Growth in Pursuing a Master's Education"		13:55 - 14:10	0:15	Virtual Presentation 3 Team Name: Clumsy Daisy Presenter: Nadia Pitakoka - Universitas Islam Bandung, Indonesia Title: "Clumsy Daisy"
14:10	- 14:25	0:15	Paper ID: MSS25122 Presenter: Ms. Ilma Zahriyatus Nadhroh - Yogyakarta State University Title: "Differentiated Instruction (DI) in EFL Classroom: Teachers' Voices"		14:10 - 14:25	0:15	Team Name: Cycle Feast Presenter: Mrs. Rintia Alesia - Universitas Islam Bandung, Indonesia Title: "Circular Dining with Oyster Mushroom Pempek"
14:25	- 14:40	0:15	Paper ID: MSS25107 Presenter: Mrs. Azahra Nurul Hidayah - Universitas Islam Bandung Title: "Career Adaptability on Transferred Employees, the Role of Emotional Intelligence"		14:25 - 14:40	0:15	Virtual Presentation 1 Team Name: Ecolease Presenter: Zidni Halikal - Universitas Islam Bandung, Indonesia Title: "Ecolease"
14:40	- 14:55	0:15	Paper ID: MSS25128 Presenter: Ms. Wanda Hamida - Yogyakarta State University Title: "A Narrative Inquiry into an Indonesian Student's Academic Writing and Presentation Skills Development."		14:40 - 14:55	0:15	Virtual Presentation 2 Team Name: PalmCycle Presenter: Rahaf Mohamed Maher Hamsah - Gulf College, Oman Title: "PalmCycle"

14:55	-	15:10	0:15	Distributing Certificate of Presentation, Testimonial, and Post-conference Information announcement								14:55	15:10	0:15	Virtual Presentation 3 Team Name: The Good Sphere Presenter: Himanshi Mittal - Sharda University Agra, India Title: "Nature-Inspired Air Purifier"
												15:10	15:25	0:15	Distributing Certificate of Presentation, Testimonial, and Post-BMC Competition Information announcement
14:55	-	15:10	0:15	Coffee & Tea Break (Preparation to go back to the Main Hall for Closing Ceremony)											
15:10	-	15:25	0:15	Cultural Performance: City College of Calamba, Philippines											
15:25	-	15:45	0:20	Awarding Ceremony : Best Presentation Best Paper Session Chair Recognition											
15:45	-	15:55	0:10	Announcement of 6th MESS - DAY 2 agenda											
15:55	-	16:05	0:10	Closing Remarks of MESS - DAY 1 Dr. Regina G. Almonte Vice President for Research, Extension, Planning, and Quality Assurance, City College of Calamba, the Philippines											
Supported by:      															

Wednesday, October 08, 2025		
6th MESS, Day 1, Breakout Room 1 - BMC VIRTUAL Presentation		
Join Zoom Meeting: https://us06web.zoom.us/j/86738202794?pwd=b4ITksWmOnUpeymhW8a6YHExnWhy3.1 OR https://cutt.ly/6thMESS		
Meeting ID: 867 3820 2794 Passcode: 6thmess		
Session Chair: Rezi Muhamad Taufik Permana, S.E., M.A.B - Universitas Islam Bandung		
Time: 13:00 - 15:25 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Presenter	Affiliation	BCM Title
Indah Himawat Pertiwi	Universitas Islam Bandung, Indonesia	GanicsLoop
Rizki Nuradi Febrianto	Universitas Islam Bandung, Indonesia	Post Waste Perfection
silmiyah nadira zauhari	Universitas Islam Bandung, Indonesia	fortune
Shalsabila Aristawidya	Universitas Islam Bandung, Indonesia	Amanda Aura Anwar
Asti Fitriyanti	Universitas Islam Bandung, Indonesia	ReBoost
Angga Pramana	Universitas Islam Bandung, Indonesia	ReFuelin
Fahala Zannatin	Universitas Islam Bandung, Indonesia	Food & Bio-Circular Economy - LAFA FOOD BMC Competition 2025
Sandi Pamungkas	Universitas Islam Bandung, Indonesia	MooApps Agriculture Technology
Sandi Pamungkas	Universitas Pertamina, Indonesia	Carboncycle.id

CONFERENCE PROGRAM

Thursday | October 9, 2025

Organized by:



Co-hosted by:



<https://messconference.com/>

CONFERENCE PROGRAM
6th International Conference on Management, Education, and Social Science (6th MESS)
Venue Conference: Main Campus Shinawatra University Thailand
October 8-9, 2025

Thursday, October 09, 2025

Jakarta Time (UTC+7)	Dur'	Activity
Please note that ALL conference TIME is in JakartaTime/ WIB/ UTC+7. Please check your time zone.		Join Zoom Meeting: https://us06web.zoom.us/j/86738202794?pwd=b4lTixWmOnUpeymIW8a6YHExnWly3.1 OR https://cutt.ly/6thMESS Meeting ID: 867 3820 2794 Passcode: 6thmess
8:30 - 9:00	0:30	Online Participant Login and Join Virtual Conference by ZOOM - start at 9 AM
9:00 - 9:10	0:10	Welcoming and Conference Agenda announcement by MC
9:10 - 9:20	0:10	Welcome remarks of 6th MESS Day 2 (Virtual) Dr. Asnita Frida Br Sebayang, S.E., M.Si. Universitas Islam Bandung, Indonesia
9:20 - 9:25	0:05	Group Photo
9:25 - 9:55	0:30	Keynote Speaker: Vahid Norouzi Larsari, Ph.D Adjunct Professor at Manipal GlobalNxt University, Malaysia
9:55 - 10:00	0:05	Token of Appreciation for Keynote Speaker
10:00 - 10:30	0:30	Keynote Speaker: Dr. Ronald A. Gonzales College President City College of Calamba, Philippines
10:30 - 10:35	0:05	Token of Appreciation for Keynote Speaker
10:35 - 11:05	0:30	Keynote Speaker: Dr. Mohsin Shaikh MIT World Peace University, India
11:05 - 11:10	0:05	Token of Appreciation for Keynote Speaker
11:10 - 12:00	0:50	Break (Video played: University Profile, and Program of UNISBA; Research Synergy Foundation Profile, Co-Host Profile; 6th MESS Agenda & Sessions)
Academic Online Parallel Presentation Session		
12:00 - 12:15	0:15	Session Chair Introduction of Online Presentation Main Room Main Room: Dr. Seyfeddin Neslinebi - Yildirim Beyazit University, Turkey Breakout Room: Prof. Maryann H. Lanuza - City College of Calamba, Philippines
12:15 - 13:45	1:30	Online Presentation - maximal 6 presenters 15 minutes/presenter
13:45 - 14:00	0:15	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
14:00 - 14:15	0:15	Short Break, and Best Presenters score recapitulation for 6th MESS Day 2 (Virtual)
14:15 - 14:25	0:10	Awarding Ceremony : Best Presentation Best Paper Session Chair Recognition
14:25 - 14:35	0:10	Closing Speech of 6th MESS DAY 2 (Virtual) Prof. Maryann H. Lanuza Vice President for Research and Innovation, City College of Calamba, the Philippines

Supported by:







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Thursday, October 09, 2025		
6th MESS, Day 2, Main Room - VIRTUAL Presentation		
Join Zoom Meeting: https://us06web.zoom.us/j/86738202794?pwd=b4ITixsWmOnUpeymIW8a6YHExnWly3.1 OR https://cutt.ly/6thMESS Meeting ID: 867 3820 2794 Passcode: 6thmess		
Session Chair: Dr. Seyfeddin Neslinebi - Yildirim Beyazit University, Turkey		
Time: 12:00 - 13:45 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Track Social Science		
Paper ID	Presenter	Paper Title
MSS25113	Kate Lora Cruz	Microlearning in Academic Libraries: Need or Needles in Information Literacy
MSS25125	Ms. FARAH NABILA HAMDAN	Cultural Dimensions as Moderators in Brand Recall on Samsung Product Placements in Korean Dramas
Track Islamic Studies		
Paper ID	Presenter	Paper Title
MSS25115	Ms. Siti Aminah Najmudin	Islamic Social Finance and Endogenous Growth: The Contribution of Zakat and Waqf to Poverty
MSS25116	Mr. Marvin Factor	Navigating the Data-driven Landscape: Exploring Academic Libraries' Role in Data Literacy Education
Track Education		
Paper ID	Presenter	Paper Title
MSS25106	Alexis Sebote	Student Perspectives on Out-Of-Field Teaching in The Philippines; Implications for Policy and Instructional Support
MSS25103	Prof. Aveto M. Dasal Jr. and Coach Meljhon G. Mosca	Teamwork, Resilience, and Leadership: The Contribution of Sports to the Holistic Formation of Future-Ready Graduates
Thursday, October 09, 2025		
6th MESS, Day 2, Breakout Room - VIRTUAL Presentation		
Join Zoom Meeting: https://us06web.zoom.us/j/86738202794?pwd=b4ITixsWmOnUpeymIW8a6YHExnWly3.1 OR https://cutt.ly/6thMESS Meeting ID: 867 3820 2794 Passcode: 6thmess		
Session Chair: Prof. Maryann H. Lanuza - City College of Calamba, Philippines		
Time: 12:00 - 13:45 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Track Management		
Paper ID	Presenter	Paper Title
MSS25130	Ms. Putri Khalilah	The Impact of Intellectual Property Law on Innovation Management and Competitive Advantage in Creative Industries
MSS25109	Dr. Ronald Gonzales	From Celebration to Continuous Improvement: Evaluating School Events to Develop a Strategic Event Management Framework
Track Entrepreneurship		
Paper ID	Presenter	Paper Title
MSS25101	Ms. Hani Sirine	Mindfulness Culture as a Strategic Amplifier: Unpacking the Differential Effects of Internal and External Capital on SME Employee Well-Being in Indonesia
Track Finance		
Paper ID	Presenter	Paper Title
MSS25127	Putri Fariska	Moderation Effect of Macroeconomic Policy on The Effectiveness of Macroprudential and Risk Management in Sharia Bank
Track Hospitality and Tourism		
Paper ID	Presenter	Paper Title
MSS25119	Mr. Rezi Muhamad Taufik Permana	Exploring Gen Z's Acceptance of AI-enabled Tourism Apps in Indonesia: Integrating Social Influence, Consumption Values, and Technological Readiness

Track: Education



Teamwork, Resilience, and Leadership: The Contribution of Sports to the Holistic Formation of Future-Ready Graduates

| Mary Rose Montano¹, Aveto M. Dasal Jr.¹, Simplicio P. Alba¹, Ronald A. Gonzales¹, Anna Rhea C. Opeña¹, Meljhon G. Mosca¹

¹City College of Calamba, Philippines

Abstract

Background – The role of sports in higher education extends beyond physical development, fostering essential life skills such as teamwork, resilience, and leadership. This research explores how athletic participation at the City College of Calamba (CCC) contributes to the holistic formation of future-ready graduates. Despite anecdotal evidence supporting the transformative impact of sports, there is limited empirical research on how these experiences shape long-term professional and personal development, particularly in local context.

Purpose – This research aims to examine the influence of athletic involvement on the personal and professional growth of graduates, focusing on the development of teamwork, resilience, and leadership. It seeks to address gaps in understanding how sports participation equips students with skills that transcend the playing field, aligning with CCC's mission to produce globally competitive and socially responsible professionals.

Design/methodology/approach – A qualitative case study design was employed, analyzing responses from 20 alumni (2020–2024) who were student-athletes. Data were collected via Google Forms using open-ended questions, and thematic analysis was conducted following Braun and Clarke's framework. The study explored themes related to discipline, leadership, resilience, and career readiness, grounded in the participants' lived experiences.

Findings – The findings reveal that athletic participation significantly enhances character formation, time management, and emotional resilience. Key themes include the transfer of teamwork skills to professional settings, the development of leadership through shared responsibilities, and the ability to overcome adversity. Graduates reported applying these competencies in education, public service, business management, and technical fields. The study also highlights the need for structured support systems to balance academic and athletic demands.

Research limitations – The research limitations include a small, purposive sample and reliance on self-reported data, which may introduce bias. The absence of non-athlete comparisons and the retrospective nature of responses also constrain generalizability. Future study could employ mixed methods and longitudinal designs to validate findings.

Originality/value – This research contributes to institutional knowledge by demonstrating the long-term benefits of sports participation in higher education. It offers actionable insights for enhancing CCC's athletic programs, emphasizing leadership development, mental health support, and alumni engagement. The study underscores the value of sports as a co-curricular platform for holistic student formation, aligning with global educational goals.

Keywords: Student-Athlete Development, Holistic Education, Leadership in Sports, Resilience Training, Teamwork Skills

Shaping Future-Proof Graduates: Exploring the Impact of RIZAL Graduate Attributes of a Philippine Local College

| Simplicio P. Alba¹, Mary Rose F. Montano¹, Ronald A. Gonzales¹, Gerby R. Muya¹, Anna Rhea C. Opeña¹

¹City College of Calamba, Philippines

Abstract

Background – In today’s rapidly evolving global landscape, higher education institutions are tasked with preparing graduates who are not only professionally competent but also ethically grounded and adaptable. The City College of Calamba (CCC) addresses this challenge through its RIZAL graduate attributes—Resilient, Integrity-Driven, Zealous, Adaptable, and Lifelong Learner—rooted in the ideals of national hero Dr. Jose Rizal. These attributes aim to cultivate future-ready professionals capable of thriving in dynamic work environments.

Purpose – This study explores the impact of CCC’s RIZAL attributes on alumni in managerial roles, examining how these values influence career progression, leadership effectiveness, and workplace adaptability. It also evaluates the alignment between these attributes and industry demands, providing insights for curriculum enhancement.

Design/methodology/approach – A qualitative case study design was employed, focusing on 24 CCC alumni in middle management positions. Data were collected via open-ended Google Forms surveys and analyzed using thematic analysis to identify patterns in how graduates apply the RIZAL attributes professionally.

Findings – The study revealed that resilience, integrity, and adaptability are the most impactful attributes in managerial roles, enabling graduates to navigate challenges, uphold ethical standards, and lead effectively. Lifelong learning and zeal were also valued for sustaining motivation and continuous growth. However, challenges such as workplace stress and organizational resistance were noted. The RIZAL attributes were strongly aligned with industry demands, particularly in sectors requiring ethical leadership and adaptability.

Research limitations – The study’s reliance on self-reported data from a limited sample of CCC alumni may introduce bias and limit generalizability. Future research could expand to include employer perspectives and longitudinal tracking of career outcomes.

Originality/value – This research contributes to the discourse on graduate employability by evaluating a values-based educational framework unique to CCC. It offers practical recommendations for curriculum improvement, emphasizing experiential learning and industry partnerships, and provides a model for other institutions aiming to integrate character education with professional competency development.

Keywords: Graduate Attributes, RIZAL Values, Employability Skills, Curriculum Enhancement, Ethical Leadership

Future-Proofing Library: Risk Management and Digital Resilience

Mary Rose Montano¹, Marilyn R. Garma¹, Simplicio P. Alba¹, Ronald A. Gonzales¹, Anna Rhea C. Opeña¹, Armando A. Salenga Jr.¹, Francis Eduard T. Malitig¹, Michael Navarro¹, Lyka B. Rodelas¹

¹City College of Calamba, Philippines

Abstract

Background – Libraries, as vital repositories of knowledge, face growing threats from natural disasters, cyberattacks, and financial constraints, particularly as they transition to digital services. Despite their critical role, many libraries lack comprehensive risk management frameworks, leaving their physical and digital collections vulnerable. The Quality Assurance, Planning, and Development Office (QAPDO) holds potential to enhance library resilience but remains underexplored in this context.

Purpose – This study examines the current state of risk preparedness in libraries and identifies how QAPDO can contribute to strengthening digital resilience. It explores existing risk management plans, challenges faced by libraries, perceptions of QAPDO's role, and actionable strategies for future-proofing library operations.

Design/methodology/approach – A qualitative case study design was adopted, focusing on selected higher education institutions in the Philippines. Twenty library personnel were purposively sampled and responded to open-ended surveys. The data were analyzed thematically using Braun and Clarke's (2006) hybrid inductive-deductive framework.

Findings – Libraries have adopted basic measures like fire protection and manual backups, but gaps persist in formal disaster recovery plans, cybersecurity, and digital resilience. Key challenges include financial constraints, inadequate staff training, and lack of institutional prioritization. Participants recognized QAPDO as a strategic enabler, advocating for its role in policy development, resource allocation, and staff capacity-building. Proposed strategies include cloud-based backups, cybersecurity protocols, and interdepartmental collaboration.

Research limitations – The study's findings are limited to academic libraries and rely on self-reported data from a purposive sample. Future research could expand to other library types, include audits, and/or adopt longitudinal designs to assess long-term impacts.

Originality/value – The study bridges the gap between risk management and institutional support by highlighting QAPDO's transformative potential in library resilience. It offers a practical action plan for integrating digital resilience into library operations, contributing to broader discussions on sustainable, future-ready knowledge institutions.

Keywords: libraries, risk management, digital resilience, quality assurance, disaster recovery

Glocal Citizenship Education in Action: Quantifying Students' Reflections and Its Impact on a Local College's Core Values

| Ronald A. Gonzales¹, Gerby R. Muya¹, Simplicio P. Alba¹, Mary Rose F. Montano¹,
Roseller H. Rizal¹, Renante A. Artificio¹

¹City College of Calamba, Philippines

Abstract

Background – Despite the growing integration of global citizenship education (GCED) in higher education institutions globally and locally, limited empirical evidence exists on how such programs tangibly influence students' values and perspectives—particularly from the students' standpoint.

Purpose – This study examines how the reflections of students who have completed the GCED course align with the core values of social responsibility, national service, moral uprightness, and a commitment to lifelong learning. It aims to explore how student reflections vary across demographics, investigate the correlation between the level of students' reflection on the course and their perceived internalization of CCC's core values, and identify which aspects of the course students find most influential in shaping their values and outlook as future global professionals.

Design/methodology/approach – Using a descriptive-correlational research design, the researchers purposively selected 308 City College of Calamba's students who had completed the GCED course during the academic year 2024-2025. The researchers used a self-constructed questionnaire, which was validated by a panel of education experts and pilot-tested, generating an internal consistency coefficient of 0.76, which indicates reliability of the instrument. Data drawn were analyzed using mean, standard deviation, the Kruskal-Wallis test, and Spearman's rho.

Findings – Results revealed that students have generally developed strong reflections on GCED, particularly in social responsibility, moral uprightness, and commitment to lifelong learning. However, significant differences in reflections emerged based on the academic program and the semester/year the course was taken, suggesting that pedagogical strategies, course delivery formats, and contextual influences impact how students internalize GCED values.

Research limitations – The study was limited to a single institution, restricting its broader applicability. Self-reported survey data may introduce bias due to social desirability or differing interpretations. In addition, the quantitative method revealed trends but may have overlooked the depth of individual student experiences and motivations.

Originality/value – The study addresses a research gap by examining how students at a local Philippine college internalize and reflect on GCED, and how these reflections align with the institution's promoted values. It also presents an action plan focused on faculty capacity building in reflective, contextualized teaching and the integration of GCED themes.

Keywords: Global Citizenship Education (GCED), Reflections, Core values, Higher Education, Local college

“It is not just a degree: Narrative Inquiry on Identity, Resilience, and Growth In Pursuing a Master's Education”

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Abstract

Background – Graduate education is not only about academic achievement but also involves identity formation, emotional resilience, and personal growth. However, previous studies have predominantly emphasized cognitive outcomes such as coursework and thesis completion, with limited attention to how students’ time and stress management shape their identity and emotional well-being.

Purpose – This study aims to examine how time and stress management influence identity development, emotional resilience, and personal growth in the context of graduate education.

Design/methodology/approach – A narrative inquiry approach was employed, centering on the lived experiences of a graduate student in a master’s program at Yogyakarta State University, Indonesia. Data were collected through two semi-structured interviews and an open-ended questionnaire, and were analyzed thematically.

Findings – Four key finding emerged: (1) academic and emotional challenges, (2) time and stress management strategies, (3) the development of emotional resilience, and (4) personal growth through evolving motivation. The participant navigated self-doubt and isolation but cultivated resilience through journaling, prayer, structured planning, and emotional reflection. Over time, her motivation shifted from external expectations to intrinsic, value-oriented purposes.

Research limitations – The study is based on a single narrative, which limits generalizability. Future research should involve more diverse participants to capture broader perspectives.

Originality/value – This study contributes to higher education research by highlighting the underexplored link between time management, stress management, and identity formation in graduate students. It calls for universities to provide integrated academic and emotional support systems to foster more holistic and sustainable student development.

Keywords: time management, stress management, resilience, identity, graduate student

Global Research Trends on AI-Assisted Writing in EFL: A Bibliometrics Perspective on ChatGPT, Grammarly, and QuillBot

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Abstract

Background – The rapid advancement of Artificial Intelligence (AI) has introduced powerful tools such as ChatGPT and Grammarly, which are increasingly being utilized to support English as a Foreign language (EFL) writing instruction. Other AI-Assisted writing platforms, such as QuillBot, have also been explored, though to a lesser extent.

Purpose – Despite the growing adoption of these tools, there remains limited understanding of global research trends, thematic focuses, and collaborative networks in this area.

Design/methodology/approach – This study employs a bibliometric analysis to map and visualize the current state of research on AI-assisted writing in EFL. Using data retrieved from the Scopus database, approximately 105 documents published between 2021-2024 were analyzed. The bibliometric analysis was conducted using VOSviewer and R (version 4.5.1) with the Biblioshiny interface to generate performance metrics, co-authorship maps, co-occurrence networks, and keyword overlay visualizations.

Findings – The study identifies the most productive authors, sources, affiliations, and countries contributing to this domain. The results reveal major research themes, including academic writing support, automated feedback, technology acceptance, and learner motivation. The annual scientific production trend demonstrates a sharp increase in publications in recent years, reflecting an exponential rise in scholarly interest in integrating generative AI into language education.

Research limitations – The analysis is restricted to Scopus-indexed publications and may not capture relevant studies in other databases.

Originality/value – These findings highlight a paradigm shift from conceptual discussions of AI in education toward applied research that focuses on writing performance, assessment, and the ethics of AI-assisted learning. This bibliometric overview provides researchers, educators, and policymakers with valuable insights into emerging opportunities, challenges, and directions for future investigations in AI-driven EFL writing pedagogy.

Keywords: AI-Assisted Writing, ChatGPT, Grammarly, QuillBot, EFL Writing

Track: Human Resources Management



Career Adaptability on Transferred Employees, the Role of Emotional Intelligence

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Abstract

Background – Career transitions, such as job transfers, present significant psychological and professional challenges for employees. Career adaptability, which encompasses concern, control, curiosity, and confidence in managing career transitions, is crucial for sustaining performance and well-being in dynamic work environments. Emotional intelligence (EI) has been identified as a key factor in facilitating successful adaptation during such changes, as it enhances individuals' capacity for flexibility and self-regulation—core components of career adaptability. EI, defined as the ability to perceive, understand, manage, and regulate emotions. Numerous studies have explored EI and career adaptability separately, limited research has specifically examined their relationship within the context of transferred employees.

Purpose – This study explores the influence of EI on career adaptability among transferred employees—individuals who often face significant professional and psychological adjustments due to organizational relocation or role changes among employees of the West Java & Banten Regional Division of Perum Perhutani.

Design/methodology/approach – Employing a quantitative approach with descriptive and verification analysis, data were collected from 77 transferred employees using structured questionnaires. EI was measured using Goleman's EI Theory, while career adaptability was assessed using Savickas' Career Adapt-Abilities Scale. Statistical analysis was conducted using SPSS 22.0.

Findings – The results indicate that both EI and career adaptability levels are generally high among participants, with average scores of 82.4% and 82.9%, respectively. Regression analysis reveals a moderate yet statistically significant positive relationship between EI and career adaptability, with EI accounting for 69.8% of the variance in career adaptability. These findings highlight the importance of fostering EI as a strategic asset in supporting employee transitions and enhancing adaptive career behaviors.

Research limitations – This research limited to the relatively small sample size and its focus on a specific organizational context, which may limit the generalizability of the findings to broader populations. Future research is encouraged to expand the sample size and consider longitudinal approaches to capture changes over time.

Originality/value – This study contributes to the limited empirical literature on employee transitions by specifically examining the role of EI in shaping career adaptability among transferred employees—an underexplored yet increasingly relevant group. The findings offer practical insights for HR practitioners in designing EI development programs to support employee adjustment and long-term career success.

Keywords: career adaptability, career transitions, emotional intelligence, employee adaptability, job transfers

Track: Management



The Role of Job Analysis in Forming Student Staff: A Case Study at the Management Laboratory of the Islamic University of Bandung

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Abstract

Background – This study aims to analyze the human resource job analysis in the laboratory management plan of the Management Study Program at the Islamic University of Bandung. To involve students in improving their managerial and skills, an optimal human resource management strategy is needed to ensure efficient and effective operations.

Purpose – this study recommends establishing a well-organized job structure and developing job descriptions and specifications tailored to the organization's needs.

Design/methodology/approach – This study uses a qualitative methodology with a case study approach. Data collection techniques include interviews, observations, and document analysis

Findings – The research findings indicate that the laboratory of the Management Study Program at the Islamic University of Bandung lacks a clear job structure, job descriptions, and job specifications to support its expectations and goals.

Research limitations – The study is limited to a single institution, namely the Management Laboratory of the Islamic University of Bandung, which means that the findings may not be generalizable to other laboratories or institutions.

Originality/value – A comprehensive job analysis will enable the laboratory of the Management Study Program at the Islamic University of Bandung to optimize laboratory management more professionally and competitively.

Keywords: human resources, job analysis, organizational management

From Celebration to Continuous Improvement: Evaluating School Events to Develop a Strategic Event Management Framework

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Abstract

Background – School events play a critical role in fostering institutional identity, community engagement, and holistic education. However, many institutions, including the City College of Calamba (CCC), lack systematic evaluation mechanisms to assess stakeholder satisfaction and improve event management. This study addresses this gap by evaluating CCC's graduation ceremony to develop a Strategic Event Management Framework for continuous improvement.

Purpose – The study aims to measure stakeholder satisfaction, identify strengths and weaknesses in event execution, and propose actionable recommendations to enhance future events. Specifically, this seeks to answer questions about satisfaction levels, demographic differences, highest and lowest-rated aspects, and improvements for a robust event management framework.

Design/methodology/approach – This study uses a mixed-methods design combining a quantitative survey of 274 respondents with qualitative open-ended feedback to evaluate stakeholder satisfaction with the CCC graduation ceremony. The survey assessed nine event aspects using a Likert scale, and the Kruskal-Wallis test was applied to examine demographic differences, chosen for its suitability with ordinal data and multiple groups. Thematic analysis of qualitative responses identified key satisfaction themes and improvement suggestions, providing richer context to the quantitative results. This integrated approach offers a comprehensive understanding to guide improvements aligned with CCC's values.

Findings – Stakeholders reported high overall satisfaction (mean ratings: 3.44–3.64), with technical and production quality scoring highest (M = 3.64) and registration/rehearsal processes lowest (M = 3.44). Qualitative feedback highlighted ceremonial moments and event flow as strengths, while timeliness and coordination were common concerns. No significant demographic differences in satisfaction were found. To address these issues, the adoption of the proposed event management action plan is recommended, focusing on stricter time management, enhanced pre-event communication, and improved logistical planning.

Research limitations – The study relied on self-reported data from a single institution, which may limit generalizability. Future research should expand to diverse event types and incorporate longitudinal or multi-institutional data to validate findings.

Originality/value – This study contributes a data-driven framework for evaluating and improving school events, shifting from ad-hoc planning to strategic, evidence-based management. The proposed Action Plan provides a replicable framework for institutions aiming to enhance event quality, stakeholder satisfaction, and institutional branding.

Keywords: event management, stakeholder satisfaction, continuous improvement, graduation ceremony, strategic framework

Analysis of the Comparative Accuracy of Altman Z-Score and Ohlson O-Score Models in Predicting Bankruptcy

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Abstract

Background – Corporate bankruptcy is a common occurrence in the business world and can be triggered by both internal and external factors. The availability of bankruptcy prediction models that can identify potential bankruptcy may help minimize its occurrence.

Purpose – This study aims to analyze the comparative accuracy of the Altman Z-Score and Ohlson O-Score models in predicting bankruptcy among delisted companies on the Indonesia Stock Exchange from 2019 to 2024.

Design/methodology/approach – Based on purposive sampling criteria, four delisted companies were identified, with data processing techniques including financial ratio calculations, bankruptcy prediction score measurement, descriptive statistical analysis, accuracy level measurement, error type identification, and comparative testing using the paired sample t-test.

Findings – The findings indicate that the Altman Z-Score model demonstrates higher accuracy compared to the Ohlson O-Score model in predicting bankruptcy conditions.

Research limitations – Furthermore, the results of the paired sample t-test reveal a significant difference between the Altman and Ohlson models in predicting bankruptcy among the companies.

Originality/value – This study compares the accuracy of the Altman Z-Score and Ohlson O-Score models in predicting the bankruptcy of delisted companies on the Indonesia Stock Exchange during the 2019–2024 period. Using quarterly financial data from six years prior to delisting and cross-sector samples, the study tests the accuracy differences between the two models through a Paired Sample T-Test, thereby providing practical contributions for investors, creditors, and regulators.

Keywords: Altman Z-Score, Ohlson O-Score, Bankruptcy, Delisted Company, Accuracy Level.

Customer Trust as a Strategic Moderator in the Experience Quality–Revisit Intention Nexus: Insights from Fitness Centers in West Java

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Abstract

Background – The fitness industry in Indonesia, especially in West Java, has grown rapidly along with rising health awareness. However, fitness centers still struggle to maintain customer loyalty, as revisit intention remains low. While prior studies examined the effect of experience quality on satisfaction and loyalty, the findings are inconsistent, and little is known about the moderating role of customer trust in this relationship.

Purpose – This study aims to examine the impact of experience quality on revisit intention and to assess the moderating effect of customer trust in the fitness service industry.

Design/methodology/approach – A quantitative survey using structured questionnaires was conducted with 221 members of big gym in West Java, selected through purposive sampling based on monthly membership status and at least one visit within the last year. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the conceptual framework.

Findings – The findings show that experience quality significantly enhances revisit intention. Moreover, customer trust plays a strong moderating role in this relationship, emphasizing that trust is not merely supportive but strategically crucial in reinforcing revisit intention within the fitness industry.

Research limitations – This study is limited to fitness centers in one province, which may restrict generalizability. The use of purposive sampling with 221 respondents may not fully represent all customer groups, and self-reported questionnaires could introduce response bias. Future research should broaden the scope, apply more diverse sampling techniques, and use additional data collection methods.

Originality/value – This study contributes to the service marketing literature by positioning customer trust as a strategic moderator in the relationship between experience quality and revisit intention. It further offers practical insights for fitness center managers by highlighting the critical role of service interactions, facility convenience, and service consistency in cultivating trust and sustaining long-term customer loyalty.

Keywords: Experience Quality, Customer Trust, Revisit Intention, Fitness Industry.

The Role of Brand Image as Mediation an Examination of The Factors Affecting Consumer's Purchase Decision in The Coffee Shop

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Abstract

Background – The growth of coffee shops in Indonesia has been driven by shifting consumer lifestyles, turning coffee consumption into both a social and business culture. In this highly competitive market, identifying the factors influencing purchasing decisions is essential for sustaining business performance.

Purpose – This study aims to examine the influence of price discount, store atmosphere, service quality, and product assortment on consumer purchasing decisions, with brand image as a mediating variable in the coffee shop industry.

Design/methodology/approach – A quantitative research design was applied using purposive sampling with 100 respondents from Bandung who had experience purchasing at coffee shops. Data were collected through structured questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

Findings – The findings indicate that product assortment has a significant and direct positive effect on purchase decisions. Price discount, store atmosphere, and service quality do not show a direct influence; however, price discount significantly affects purchase decisions through brand image. The model explains 96.3% of brand image variance and 87.4% of purchase decision variance. Brand image plays a central role in linking marketing variables to consumer purchasing behavior.

Research limitations – Some limitations in this study, the first is the limited scope of respondents in Bandung so that it can limit the generalization of findings. Second, other variables affect purchasing decisions, so there are other unmeasured variables that can have an effect. In addition, the quantitative approach used may not fully capture the consumer experience in determining a purchase decision.

Originality/value – The originality/value of this study lies in examining the mediating role of brand image between marketing variables and purchase decisions in Indonesia's coffee shop industry, offering novel insights into consumer behavior and strategic branding for emerging competitive markets.

Keywords: Brand Image, Purchase Decision, Product Assortment, Service Quality, Coffee Shop.

The impact of market risk and market expectation on stock prices in the manufacturing sector

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Abstract

Background – Stock price dynamics in emerging markets are shaped by both market risk and investor expectations, yet existing studies—especially in Indonesia—remain fragmented and largely treat them in isolation. This study addresses that gap by examining Indonesia’s manufacturing sector, thereby advancing theoretical understanding and enhancing the practical relevance of financial behavior in emerging economies.

Purpose – This study examines the simultaneous influence of market risk and market expectations on stock prices in Indonesia’s manufacturing sector. It seeks to address the limited empirical evidence on how risk dynamics and investor sentiment jointly shape price behavior in emerging economies.

Design/methodology/approach – This study uses monthly data from 2010–2023 on manufacturing sectors consistently listed in the LQ45 index. Market risk is proxied by beta and volatility, while market expectations are captured through sentiment indices, analyst outlooks, the domestic volatility index (VIX), and the manufacturing production index. Panel regression with fixed and random effects is employed, complemented by an Error Correction Model (ECM) to differentiate short-run adjustments from long-run equilibrium and ensure robustness.

Findings – Results show that market risk has a significant negative effect on stock prices, while market expectations exert a significant positive effect. Risk dominates in the short run during heightened uncertainty, whereas expectations prove stronger in the long run by sustaining valuations through forward-looking confidence.

Research limitations – This study is limited to Indonesian manufacturing firms between 2010 and 2023, which constrains generalization across sectors and countries. Future research should extend the framework to cross-country comparative settings, employ high-frequency trading data, and integrate machine learning-based sentiment measures to enrich the analysis.

Originality/value – By integrating market risk and market expectations into a unified framework, this study offers novel insights into stock price formation in emerging markets, advancing theory by bridging traditional finance and behavioral perspectives while providing practical guidance for regulators and firms in managing volatility and investor sentiment.

Keywords: market risk, market expectations, stock prices, manufacturing sector, panel regression

The Impact of Intellectual Property Law on Innovation Management and Competitive Advantage in Creative Industries

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Abstract

Background – Limitations include data gaps for micro-enterprises, difficulties in measuring enforcement strength, and constraints on cross-country generalization. These were mitigated through triangulation of multiple sources, robustness checks in econometric models, and qualitative validation. Future research should expand cross-country comparisons, employ longitudinal datasets, and explore alternative proxies for innovation management.

Purpose – This study examines how intellectual property law influences innovation management and contributes to competitive advantage in creative industries. It bridges the research gap by analyzing the combined effects of legal protection, enforcement effectiveness, and managerial strategies, offering contributions to both theory and practice in emerging market contexts.

Design/methodology/approach – A mixed-method design was employed. The doctrinal component evaluated IP law and enforcement in Indonesia and ASEAN states. The empirical component analyzed data from 120 creative enterprises, spanning SMEs to large firms in design, music, and digital media. Innovation management practices were measured through R&D intensity, collaborations, product diversification, and digital adoption. Data were drawn from annual reports, government databases, and structured surveys with managers. Quantitative analysis applied panel regression and SEM-PLS, while qualitative interviews with stakeholders triangulated and validated the findings.

Findings – The results show that stronger IP regulation and effective enforcement positively influence innovation management, encouraging firms to invest in R&D, partnerships, and creative product development. Innovation management partially mediates the relationship between IP law and competitive advantage, highlighting that legal protection alone is insufficient without active managerial strategies. Firms integrating IP compliance with innovation practices achieve higher brand equity, market growth, and sustained competitiveness.

Research limitations – Limitations include data gaps for micro-enterprises, difficulties in measuring enforcement strength, and constraints on cross-country generalization. These were mitigated through triangulation of multiple sources, robustness checks in econometric models, and qualitative validation. Future research should expand cross-country comparisons, employ longitudinal datasets, and explore alternative proxies for innovation management.

Originality/value – This study integrates legal, managerial, and strategic perspectives into a single framework, providing novel empirical evidence from emerging markets. It contributes to IP and innovation literature while offering actionable insights for policymakers to strengthen enforcement and for creative firms to leverage IP protection as a strategic resource for global competitiveness.

Keywords: Intellectual Property; Innovation Management; Competitive Advantage; Creative Industries; Emerging Economies

Track: Finance



Green Banking in the Era of Sustainable Development: Insights from Gen Z and Islamic Banking Practices in Bandung

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Abstract

Background – Islamic banking plays a strategic role in promoting sustainable finance through the implementation of green banking concepts, which align with Islamic economic principles and the global targets of the Sustainable Development Goals (SDGs). This study aims to analyze the influence of awareness and knowledge on attitudes and behavioral intentions of Generation Z in Bandung City in using green banking products offered by Islamic banks

Purpose – The purpose of this study is to examine the influence of awareness and knowledge on Generation Z's attitudes and behavioral intentions toward the adoption of green banking products within Indonesia's Islamic finance sector. Specifically, the research seeks to

Design/methodology/approach – The research employs a quantitative approach, with data collected through Likert-scale questionnaires distributed to university students as representatives of Generation Z. Data analysis will be conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) to examine the relationships among variables

Findings – The findings are examining Generation Z's adoption of Islamic green banking through the integration of Islamic finance principles with global sustainable finance (SDGs), while incorporating trust and brand equity as key behavioral drivers.

Research limitations – First, the research focuses only on Generation Z university students in Bandung, which may limit the generalizability of the findings to other demographic groups or regions in Indonesia

Originality/value – This study contributes to the growing body of literature on sustainable finance and Islamic banking by specifically examining Generation Z's awareness, knowledge, attitude, and behavioral intention toward green banking products in the Indonesian context. While most previous research has focused on conventional banking or general consumer behavior in sustainable finance, this study uniquely highlights the role of Islamic banking in promoting green initiatives aligned with the Sustainable Development Goals (SDGs). The research also provides new insights into the younger generation's financial behavior, which is critical given their position as future decision-makers and the largest emerging consumer segment

Keywords: Green Banking, Islamic Banking, Sustainable Finance, Generation Z, Financial Awareness

Moderation Effect of Macroeconomic Policy on the Effectiveness of Macroprudential and Risk Management in Sharia Bank

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Abstract

Background – Islamic banks encounter unique governance and risk management challenges compared to conventional banks due to Sharia-compliant principles and a limited array of financial instruments. In Indonesia, macroprudential policies—specifically the Macroprudential Intermediation Ratio (MIR)—have been established to bolster banking stability. Nevertheless, the effectiveness of these policies is often influenced by macroeconomic conditions, such as inflation, which can modify their impact on financing and liquidity risk management.

Purpose – This study examines the moderating effect of macroeconomic policy, with a focus on inflation, on the relationship between macroprudential policies and risk management in Islamic banks. The research aims to assess how macroprudential tools interact with macroeconomic dynamics to enhance financial stability.

Design/methodology/approach – Utilizing annual data from 2010 to 2024 sourced from the Financial Services Authority of Indonesia, the study employs moderated regression analysis to evaluate conditional effects and interactions. Risk management is quantified through Non-Performing Financing (NPF) and the Financing-to-Deposit Ratio (FDR), while the effectiveness of macroprudential policies is represented by the MIR. Inflation is identified as the moderating macroeconomic variable.

Findings – Results indicate that macroprudential policy significantly enhances risk management in Islamic banking, particularly in mitigating financing and liquidity risks. Inflation moderates the relationship between macroprudential policy and liquidity risk but does not have a significant impact on financing risk. Specifically, higher inflation diminishes liquidity management capacity, while macroprudential instruments continue to effectively reduce non-performing financing (NPF) irrespective of inflationary pressures.

Research limitations – This study focuses solely on inflation as the moderating variable and is confined to the Islamic banking sector in Indonesia. Expanding the analysis to include broader macroeconomic indicators and cross-country comparisons could enrich the findings. Additionally, the timeframe examined may not comprehensively capture both crisis and non-crisis conditions.

Originality/value – This research contributes to the literature by emphasizing the conditional role of macroeconomic policy in influencing the effectiveness of macroprudential tools within Islamic banking. It provides novel evidence that, while macroprudential measures consistently mitigate risk, their efficacy in managing liquidity is contingent upon inflation dynamics. The findings offer valuable insights for policymakers in developing integrated regulatory frameworks to ensure financial stability in emerging markets.

Keywords: Macroprudential policy, Liquidity Risk, Financing Risk, Islamic banks, Non-Performing Financing

Track: Organizational Development



Policy Development for the Ethical and Effective Implementation of Random Drug Testing in a Higher Education Institution

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Abstract

Background – Drug use among youth remains a serious concern in the Philippines, posing significant risks to student welfare and campus safety. In response, the City College of Calamba (CCC) is exploring the implementation of random drug testing in line with Republic Act No. 9165, the Comprehensive Dangerous Drugs Act of 2002. However, the ethical and practical challenges of such a program necessitate careful policy development to balance safety with respect for privacy, dignity, and stakeholder trust.

Purpose – This study explores stakeholder perceptions, concerns, and recommendations on the ethical and effective implementation of random drug testing at CCC. The research seeks to inform a policy framework that aligns with legal mandates, institutional values, and stakeholder expectations while promoting a drug-free learning environment.

Design/methodology/approach – A qualitative case study design was employed, utilizing open-ended surveys distributed via Google Forms to 42 conveniently available CCC stakeholders, including students, faculty, and staff. Respondents were selected based on their accessibility and willingness to respond during the data collection period. Thematic analysis was conducted to identify key patterns and insights, with themes validated through inter-coder reliability checks to enhance accuracy and credibility. The study adhered to ethical standards and legal compliance, integrating findings from literature reviews and existing policies.

Findings – Stakeholders recognized the potential benefits of random drug testing, such as enhanced campus safety and deterrence of drug use. However, concerns about privacy, confidentiality, emotional impact, and fairness were prominent. Respondents emphasized the need for ethical safeguards, transparency, and a rehabilitative rather than punitive approach. The proposed policy framework prioritizes informed consent, impartial selection, strict confidentiality, and support services for affected students.

Research limitations – The study's findings are constrained by its use of convenience sampling and a relatively small sample size, which may limit generalizability. Additionally, self-reported data may introduce biases. Future research could expand to larger, diverse samples and longitudinal assessments of policy implementation outcomes.

Originality/value – This study presents a stakeholder-informed policy framework for implementing random drug testing in higher education, addressing gaps in ethical practice while ensuring alignment with national laws. It offers practical insights for institutions seeking to balance safety with student rights, fostering trust and cooperation within the academic community.

Keywords: Random drug testing, ethical implementation, stakeholder perspectives, higher education, policy framework

Track: Hospitality and Tourism



Exploring Gen Z's Acceptance of AI-enabled Tourism Apps in Indonesia: Integrating Social Influence, Consumption Values, and Technological Readiness

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Abstract

Background – Artificial intelligence (AI) is reshaping tourism services by providing personalized recommendations, chatbot guidance, and instant information. Generation Z, known for their digital fluency, plays a crucial role in driving technology adoption in emerging markets like Indonesia. However, their behavior toward AI-enabled tourism applications remain inconsistent some adopt eagerly while others hesitate. Traditional frameworks such as TAM and UTAUT emphasize perceived usefulness and ease of use but overlook deeper social and psychological drivers. To address this gap, this study integrates Social Influence Theory (SIT), Theory of Consumption Values (TCV), and Technological Readiness (TR) to explain these adoption differences within a collectivist cultural setting.

Purpose – The study pursues three objectives Examine how normative and informational social influences (SIT) affect adoption among Indonesian Gen , Assess the role of consumption values (functional, emotional, epistemic, social, conditional) in motivating acceptance of AI-enabled tourism applications, and Test Technological Readiness (optimism, innovativeness, discomfort, insecurity) as a moderator that strengthens or weakens these relationships.

Design/methodology/approach – A quantitative, cross-sectional survey will target at least 400 Indonesian Gen Z individuals (18–28 years) from Jakarta, Bandung, Surabaya, and Yogyakarta. Established measurement scales will be adopted: SIT, TCV, TR , and acceptance behavior. Data will be analyzed using PLS-SEM to evaluate direct and moderated relationships.

Findings – This study aims to clarify that social determinants such as peer endorsement, community engagement, and influencer validation enhance technological adoption among Generation Z. Functional, emotional, and epistemic values are expected to exert stronger effects on adoption intentions than social or conditional values, aligning with value-centric adoption models. Technological readiness is anticipated to moderate these relationships: optimism and innovativeness may strengthen adoption, while discomfort and insecurity may weaken it. Collectively, these anticipated results can help explain the varied responses to technology adoption among Generation Z.

Research limitations – This study is a cross-sectional design restricts causal inference, and findings may be specific to Indonesia. Future research could include longitudinal designs and cross-country comparisons within ASEAN.

Originality/value – This study contributes by integrating SIT and TCV with TR to explain heterogeneous adoption behavior in tourism AI. The findings provide theoretical depth and practical insights, enabling app developers to segment users by technological readiness and design tailored interventions.

Keywords: Artificial Intelligence in Tourism, Generation Z, Social Influence Theory (SIT), Theory of Consumption Values (TCV), Technological Readiness

Customers' Demographic Characteristics as Prognosticators on Green Culinary Innovation of Selected Restaurants

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Abstract

Background – In the Philippines, restaurants are now transforming their operation embracing the green philosophy and are now gearing for a sustainable innovation towards green restaurant certification in the future. The growing interest of the population in a healthy life is a constant of modern society. The culinary habits are essential elements in this respect. Concerns about the opening of green restaurants are related directly to the people's intentions to serve meals in such public catering establishments. Considering that in any business, customers' needs and desires are essential factors in the management process.

Purpose – This study was conceptualized to explore green innovation practices of selected restaurants in Southern Luzon and compare these practices on the insights of respondents and purposely determine the relationships of these practices to the customers' demographic characteristics. Hence, the data and information gathered helped the researcher to conceptualize an operational model that can be helpful in the sustainability of green innovation practices of the selected restaurants.

Design/methodology/approach – In order to provide an analysis on the of relationship between a stimulus variable (demographic characteristics) and a response variable (response capacity of restaurant green innovation practices), the descriptive correlational research design will be utilized combined with key informant interviews (KII) with restaurant owners, managers or chefs of selected restaurants.

Findings – The customers demographic characteristics which were found relatively useful and should be considered in the “green” restaurant operation. It includes age and gender. These demographic characteristics have established an association to the culinary dimensions, specifically on food taste and quality, price and brand image. These can be used to identify market needs, demands and market segmentation.

Research limitations – This study solely revolved around selected restaurants of the Southern Luzon area implementing green culinary innovative practices along culinary dimension and dinescape. In general, it involved the assessment of the two (2) groups of respondents on the level of implementation of green culinary innovative practices among the selected restaurants and purposely determined its relationship to customers' demographic characteristics. Drivers and barriers in the implementation of these practices were determined,too.

Originality/value – Explores green culinary innovation as practiced in the Philippines in line with the Sustainable Development Goals (SDGs).

Keywords: Green, Culinary, Innovations, Restaurants, Demographics

Track: Social Science



Microlearning in Academic Libraries: Need or Needles in Information Literacy

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Abstract

Background – Academic libraries are continually adapting to rapid shifts in student learning preferences and educational technologies. One emerging strategy is microlearning, which delivers content in concise, focused segments tailored to specific skills or concepts. By recognizing the changing knowledge practices environment, the challenge of navigating information is imperative in sustaining the relevance, adaptability, and accessibility of information services.

Purpose – This study explores the integration of microlearning in academic library instruction, with particular attention to its impact on information literacy, student engagement, and the overall effectiveness of library training programs. Specifically, the study aims to (1) assess the current awareness and adoption of microlearning in academic libraries; (2) analyze the content and structure of microlearning modules designed for research and library skills; and (3) examine the perspectives of both students and librarians on this instructional approach.

Design/methodology/approach – A mixed-methods design was employed, combining open surveys with existing learning analytics, using digital platforms accessible to respondents from diverse academic fields. Information was gathered using digital platforms available to the voluntary response sample. Qualitative data from the responses will be used in identifying responses and impact based on the three research focus questions of the study.

Findings – Findings highlight the opportunities and challenges faced by library personnel in implementing microlearning, offering timely insights into its role in contemporary academic libraries. Focusing on the adoption, access, and acceptance of the sample for microlearning as an emerging trend and response to library and information literacy services. The results of the study supports policy development, instructional design, and digital service delivery, fostering learner-centered library environments that align with the evolving demands of higher education. Lastly, this study bridges traditional library instruction with innovative, technology-driven educational practices.

Research limitations – The study is limited to selected academic libraries in the Philippines based on self-reported survey data and varying learning analytics, which may affect generalizability. It also examines short-term perceptions rather than long-term learning outcomes.

Originality/value – This study is among the few to explore microlearning in academic library instruction. It offers fresh insights on linking microlearning with information literacy and provides practical guidance for libraries in adopting innovative, learner-centered teaching strategies in support of instructional objectivity in information literacy.

Keywords: Microlearning, information literacy, research instruction, academic libraries, Philippines

Track: Islamic Studies



Islamic Social Finance and Endogenous Growth: The Contribution of Zakat and Waqf to Poverty Alleviation in Indonesia

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Abstract

Background – Islamic social finance—particularly zakat and waqf—has increasingly been recognized as an essential tool for promoting inclusive economic growth and addressing poverty in Indonesia. Nevertheless, limited research has explored its connection with endogenous growth theory, creating a gap in understanding how it can contribute to sustainable economic development in the long run.

Purpose – This research aims to explore how zakat and waqf contribute to poverty reduction by looking at them through the framework of endogenous growth theory. The theory highlights the role of human capital, knowledge, and social institutions as essential drivers that can sustain long-term development.

Design/methodology/approach – This research employs a qualitative method, relying on secondary data obtained from credible sources such as BAZNAS reports, publications from the Ministry of Religious Affairs, records from waqf institutions, and statistical data issued by BPS. The information was then analysed using thematic content analysis, allowing the study to capture recurring patterns and evaluate how zakat and waqf contribute to poverty reduction and support endogenous economic growth.

Findings – The findings show that zakat plays a direct role in easing poverty by meeting essential consumption needs and offering microfinance support. Meanwhile, waqf strengthens long-term prosperity by generating productive assets. Moreover, the adoption of digital technology has improved transparency, efficiency, and outreach, positioning Islamic social finance not only as a means of providing short-term assistance but also as a driver of sustainable economic growth in the long run.

Research limitations – Relying solely on secondary qualitative data reduces the ability to explore issues at a micro level and makes it difficult to measure the impact in numerical terms.

Originality/value – This research connects Islamic social finance with the framework of endogenous growth theory, highlighting its dual function: addressing poverty in the short run while promoting sustainable development over the long term. Beyond that, it offers fresh insights that may help Indonesia accelerate progress toward achieving the Sustainable Development Goals (SDGs).

Keywords: Islamic social finance, zakat, waqf, endogenous growth, poverty alleviation

Navigating the Data-driven Landscape: Exploring Academic Libraries' Role in Data Literacy Education

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Abstract

Background – Data literacy is no longer a specialized skill reserved for data scientists and statisticians; it is an essential competency for everyone. The lack of comprehensive research on how academic libraries specifically design, implement, and evaluate data literacy initiatives, including their challenges, best practices, and emerging trends.

Purpose – This study explores the current landscape of data literacy education within academic libraries, analyze the various approaches libraries adopt to equip users with data skills, identify effective strategies for integrating data literacy instruction into the library setting, and uncover the challenges, best practices, and emerging trends in library-based data literacy programs.

Design/methodology/approach – This study conducted a systematic literature review to analyze the role of academic libraries in data literacy education from January 2014 to January 2024. Following the PRISMA framework for rigor and transparency, we performed document analysis to review and code selected articles, identifying key themes, trends, methodologies, and findings. Three major databases such as EmeraldInsight, ProQuest, and ScienceDirect was used to performed the literature review. The search focused on peer-reviewed articles published in English during the specified period.

Findings – The study reveals that data literacy initiatives often include workshops, training programs, online resources, and collaborations with faculty and campus stakeholders. Challenges identified include resource constraints, staff training needs, and the evolving landscape of data technologies. However, opportunities exist in fostering interdisciplinary collaborations, leveraging emerging technologies, and promoting a data-informed culture. By addressing these challenges and seizing opportunities, academic libraries can effectively empower individuals with essential data literacy skills necessary for success in the digital age.

Research limitations – This study is limited by the constraints of a systematic literature review, such as potential selection bias in the sources analyzed and the likelihood that rapidly evolving data literacy practices and technologies may outpace some findings. However, the study's implications are significant as it provides actionable insights for academic libraries to enhance data literacy education.

Originality/value – This study provides a comprehensive analysis of how academic libraries have evolved in promoting data literacy over the past decade. It highlights trends, effective practices, and challenges, filling a significant gap in the literature and offering actionable insights for enhancing data literacy education in academic settings.

Keywords: Data Literacy, Data Skills, Library Instructions, Academic Libraries, Literature Review

Track: Sustainability Studies



Mapping the Knowledge Landscape of Artificial Intelligence and Authentic Sustainable Marketing

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Abstract

Background – While research on Artificial Intelligence (AI) in marketing and on sustainable marketing individually has grown, there is limited systematic understanding of how these two domains intersect, particularly in relation to authenticity. A bibliometric approach is therefore needed to map the intellectual structure, key themes, and emerging trends in this evolving research landscape.

Purpose – This study examines how AI technologies are transforming sustainable marketing practices by enabling authentic environmental and social impact communication.

Design/methodology/approach – A comprehensive bibliometric analysis was conducted using publications from Scopus databases (2020-2025) with total 33 articles and 275 keywords were examined. Network visualization and temporal analysis were performed using VOSviewer to map the intellectual structure and evolution of AI-enabled sustainable marketing research.

Findings – This study reveals a rapidly evolving field characterized by increasing sophistication in AI applications and growing integration between technological and sustainability domains. The findings demonstrate a significant shift from traditional green marketing approaches to data-driven, algorithmically-enhanced authenticity verification systems.

Research limitations – This study is limited by its reliance on Scopus-indexed publications, which may exclude relevant work in other databases or non-English publications.

Originality/value – This study establishes the first comprehensive bibliometrics mapping of the AI-sustainable marketing nexus, revealing how technological advancement is addressing authenticity challenges in environmental and social marketing communications.

Keywords: artificial intelligence, sustainable marketing, authenticity, bibliometrics, VOSviewer

CLOSING SPEECH

Excellencies, Presenter, Attendees

Ladies and Gentlemen,

I am truly honored and delighted to deliver the concluding remarks of the **6th International Conference on Management, Education, and Social Science (6th MESS)** organized by the **Research Synergy Foundation, Management Study Program, Faculty of Economics and Business, Universitas Islam Bandung**, and **Shinawatra University**, co-hosted by **City College of Calamba**, and supported by our global research partners. The committee has successfully hosted this event, and all presentations and sessions were delivered with great enthusiasm and minimal technical issues.

Throughout this conference, we have engaged in presentations and discussions covering a wide range of topics in **management, education, social sciences, entrepreneurship, human resources, sustainability, finance, and Islamic studies**. The contributions of our keynote speakers, presenters, and participants have provided valuable insights that deepen our understanding of these fields and their emerging global challenges.

This event has served as a space for academic exchange, reflection, and collaboration. Beyond presenting research, it has allowed us to build networks and explore opportunities for future international partnerships. As we conclude, I hope the knowledge and perspectives shared here will continue to inform and strengthen our academic and professional work.

On behalf of the organizing committee, I extend sincere thanks to all **keynote speakers, reviewers, session chairs, presenters, and participants** who have supported the success of the **6th MESS**. I also thank the entire **committee team** for their hard work and dedication in making this event possible.

Thank you once again for your active participation. We look forward to meeting you in our future conferences. Until then, I wish you continued success in your research and professional endeavors.

Best regards,

Assoc. Prof. Dr. Hendrati Dwi Mulyaningsi

Conference Chair of 6th MESS

Future Events



<https://bit.ly/UpcomingConference-RSF>

ICSRD 2025

2nd International Conference on Sustainable Research and Development

<https://icsrd-upnyk.com/>

Virtual Conference – October 15, 2025

JICSRD 2025

Jakarta International Conference on Research, Innovation, and Sustainable Development 2025

<https://jicrisd.com/>

Virtual Conference – December 2, 2025

ICRES-ISCLO

International Conference on Research in Emerging Technologies and Strategic Business &

International Seminar and Conference on Learning Organisation

<https://icres.events/>

Hybrid Conference, Telkom Corporate University Campus, Bandung, Indonesia –
December 11-12, 2025

IHSATEC 2025: 18th HASIB

The International Halal Science and Technology Conference 2025 (IHSATEC): 18th Halal Science
Industry and Business (HASIB)

<https://www.ihsatec.com/>

Hybrid Conference, Bangkok, Thailand –
December 18-19, 2025



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