

Organized by:



Dept. Management
Faculty of Economics and Business
Universitas Airlangga



co-host: **UEH**
UNIVERSITY

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

10th IBEMS

**10th International Conference on Interdisciplinary Business,
Economy, Management, and Social Studies**

Conference Theme:

"Building Shared Futures: Bridging Business, Economy, Management & Society"

International Conference :

September 9 2026

<http://doi.org/10.31098/10th.IBEMS>

Book of Abstract Conference Proceeding

10th International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (10th IBEMS)

Theme: “Building Shared Futures: Bridging Business, Economy,
Management & Society”

**Virtual Conference
September 9, 2026**

Organized by:



**Dept. Management
Faculty of Economics and Business
Universitas Airlangga**



Book of Abstract Conference Proceeding 10th International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (10th IBEMS)

Theme: “Building Shared Futures: Bridging Business, Economy, Management & Society”

ISBN No.: 978-602-5902-97-0

Editorial Board:

Dr. Yetty Dwi Lestari, S.E., M.T.

Assoc. Prof. Dr. Hendrati Dwi Mulyaningsih

Santi Rahmawati, M.S.M.

Cover and layout:

Finna Zephyrine

Mochammad Fachrizal

Muhammad Haikal Pujiansyah

Kania Khairunnisa

Publisher:

Yayasan Sinergi Riset dan Edukasi

Office Address:

Komplek Sinergi Antapani
Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia
Contact: (+62) 811227479 / (+62) 8112331733
Email: contact@researchsynergy.org

First publication, September 2026

Copyright © 2026 by Yayasan Sinergi Riset dan Edukasi.

This book is only published once as a part of the specific international conference.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

FOREWORD

Supported by :



**SCHOLAR
VEIN**
* research synergy



**REVIEWER
TRACK**
* research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
* research synergy

F1000Research
Open for Science



**Dept. Management
Faculty of Economics and Business
Universitas Airlangga**

The Bachelor of Management Study Program was established in 1954 and is currently one of the most rigorous study programs at UNAIR. The current curriculum has been updated to adapt to current developments, including technology and business digitalization. The Bachelor of Management Study Program has 5 specializations/concentrations, namely: (1) Marketing Management, (2) Financial Management, (3) Human Resource Management, (4) Operational and Supply Chain Management, and (5) Entrepreneurship, allowing students to choose a specialization/concentration that best suits their passion. Learning in the Bachelor of Management Study Program prioritizes case study and project approaches to implement outcome-based education (OBE), not just classical lectures. Currently, the Bachelor of Management Study Program has been accredited A by BAN PT, and has been internationally accredited by FIBAA (Foundation for International Business Administration Accreditation) – Germany, ABEST21 (The Alliance on Business Education and Scholarship for Tomorrow, a 21st century organization) – Japan, and AUN (ASEAN University Network) – Southeast Asia. Welcome to the Bachelor of Management Study Program, FEB, Universitas Airlangga.

Our Vision

To become an innovative, leading Bachelor of Management Study Program at national and international levels based on religious morals.

Our Mission

1. Organizing and developing academic education in the field of management that meets national and international standards.
2. Conducting research and development of science in the field of management that is recognized at national and international levels.
3. Organizing community service that supports the implementation and development of management

Our Objective

1. Bachelor of Management who has extensive knowledge and understanding of the principles, concepts, terminology, objectives and practices of management in contemporary organizations;
2. Management graduates who have the ability to find, understand, explain problems and formulate ways to solve problems that exist in organizations and make decisions that can be accounted for;
3. Bachelor of Management who has the skills to conduct research based on an understanding of relevant research methodology and analysis techniques;
4. Bachelor of Management who has an entrepreneurial spirit;
5. A Bachelor of Management who has a creative and innovative attitude, is independent in thinking and acting, works in a team, communicates effectively, and has an ethical attitude and behavior.

<https://feb.unair.ac.id/>



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. Over 2017–2025, Research Synergy Foundation has achieved measurable outputs and extensive global reach, including: 45,000 members from 87 countries, 244 international conferences organized, 2,240 scientific reviewers globally, 2,200 published articles, publishes 22 reputable indexed international journals, 2,474 research interests, networks spanning 7,190 universities/institutions/affiliations, and broad multidisciplinary engagement.

Website:

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

Previous Conferences by RSF:

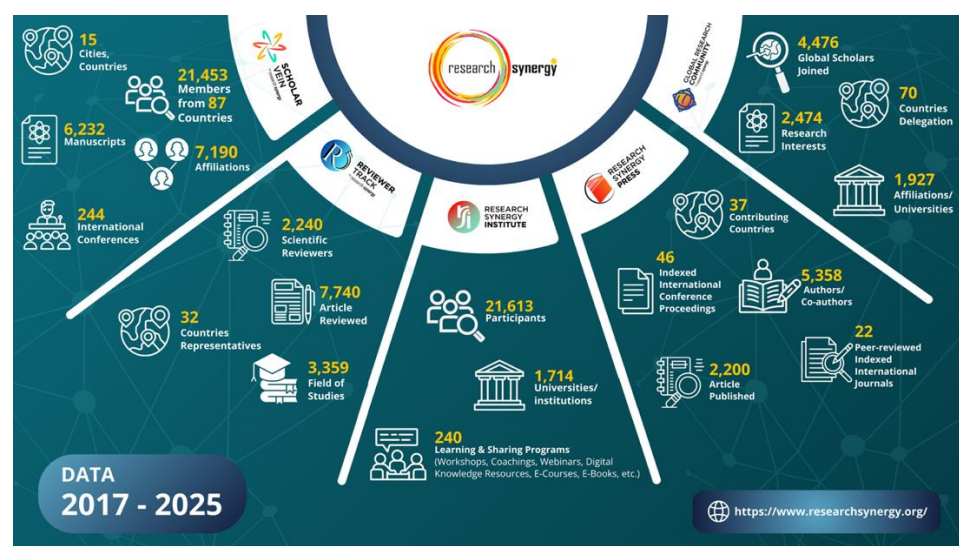
https://www.researchsynergy.org/agendas/?type=2&cat=event_cat_1&s=

F1000 Research RSF Gateway - Open Research Publishing platform
(Scopus Q1, Q2):

<https://f1000research.com/rsf>

Reputable peer-reviewed indexed international journal, published by RSF Press:

<https://journals.researchsynergypress.com/>



Research Synergy Foundation Global Research Ecosystem from 2017-2025



University of Economics Ho Chi Minh City (UEH) is one of Vietnam's key multidisciplinary universities, officially operating under this advanced model following Decision 1146/QĐ-TTg signed by the Prime Minister in October 2023 alongside its four member colleges (UEH College of Business; UEH College of Economics, Law and Government; UEH College of Technology and Design; UEH Honours College) and UEH Mekong (UEH Vinh Long Campus). Over 48 years of establishment and development, UEH has built a strong reputation driven by a team of professors and lecturers trained at prestigious domestic and international institutions, making significant contributions to scientific research, government-level key projects, and high-impact international publications including ranking first in economics and business in Vietnam and placing within the Top 136 Universities in Asia (Times Higher Education Rankings 2025) and Top 301+ in the QS Asia rankings. Having trained thousands of officials, economists, and managers holding prominent positions across government agencies and global businesses, the university's collective excellence has been widely recognized through prestigious honors, such as the title of Labor Hero (2006), First to Third Class Independence Medals, Labor Medals, and an extensive international cooperation network spanning over 125 global education partners.

Our Vision

To be a globally renowned institution that cultivates a community dedicated to academic excellence and advances innovation research and education for a sustainable future..

Our Mission

1. Delivering Exceptional Quality and Inclusive Education: Offer innovative and accessible education that equips learners with the knowledge, skills, and adaptability to thrive in a dynamic global environment.
2. Advancing Research and Innovation: Conduct pioneering research that addresses pressing societal challenges, produces impactful innovation, and contributes to sustainable solutions.
3. Strengthening Community Engagement, Arts, and Social Impact: Foster a diverse and creative community of learners, educators, businesses, policymakers, and organizations to co-create solutions, exchange knowledge, and drive inclusive social and environmental progress. Weave art and culture into education, research, and community outreach as catalysts for inspiration, while championing UEH as a leader in sustainable change for a better world.
4. Expanding Internationalization and Global Integration: Forge partnerships with renowned universities, research institutions, and other local and international partners worldwide, cultivate a multicultural learning environment, and enable global talent mobility.
5. Championing Sustainability and Effective Governance: Uphold forward-thinking governance, prioritize resource efficiency, and advance diversity, equity, and environmental stewardship. Develop a green and sustainable campus that serves as a living lab for innovation, climate leadership, and community collaboration.

<https://ueh.edu.vn/en/>

TABLE OF CONTENTS

TABLE OF CONTENTS	6
ORGANIZING COMMITTEE	9
SCIENTIFIC REVIEWER COMMITTEE	10
CONFERENCE CHAIR MESSAGE.....	12
CONFERENCE CHAIR	13
CO-CONFERENCE CHAIR.....	14
OPENING SPEECH	15
KEYNOTE SPEAKERS.....	16
SPEAKER.....	18
CLOSING SPEECH	19
MASTER OF CEREMONY.....	20
SESSION CHAIRS	21
CONFERENCE PROGRAM.....	24
LIST PRESENTER.....	26
Track: Management	32
From Digital Platform Experience to Secondhand Fashion Purchasing Habits: The Roles of Consumer Motivation, Purchase Intention, and Paradoxical Consumption Dian Palupi ¹ , Indrianawati Usman ² , Yetty Dwi Lestari ³	33
Maximizing the Strategic Alliance Performance Through Dynamic Reconfiguration: Empirical Study from Institutional Learning Framework Febri Chrisanty ¹ , Janu Dewandaru ²	34
Harnessing mHealth App Coolness for Social Marketing: Creating User Value and Fostering Citizenship Behavior Nguyen Duc Nhan Le ¹ , Dong Phong Nguyen ² , Nhat Hanh Le ³	35
Does the Application of Material Requirements Planning Enhance Operational Performance? Evidence from Mobile Street Coffee Vending in Indonesia Dunga Dwi Barinta ¹ , Renandra Aryasakti ² , Yetty Dwi Lestari ³ , Tuwanku Aria Auliandri ³ , Raras Kirana Wandira ⁴	36
Operational Value Creation through Value Chain Analysis: A Case Study of Edible Bird's Nest Processing at PT Husein Alam Indah Muhammad Husein Al Fadlil Wahyudin ¹ , Yetty Dwi Lestari ² , Raras Kirana Wandira ³	37
When ESG Meets Capital Structure: The Moderating Role of Board Gender Diversity Nabilah Ratnaduhita Firjatullah ¹ , Ayesha Meutia Syarif ² , Chorry Sulistyowati ³ , Elsa Yustika Putri ⁴	38
Empowering Corporate ESG in the Digital Era: The Roles of Financial Constraints and Executive Financial Background Zahrin Haznina Qalby ¹ , Elsa Yustika Putri ² , Rahmat Heru Setianto ³ , Putra Ghifari Zakawali ⁴	39

From Decision Analysis to Operational Readiness: Optimizing Loading and Unloading Equipment in Container Terminal Operations Anita Kharisma ¹ , Yetty Lestari ² , Tuwanku Aria Auliandri ³ , Febriana Wuryaningrum ⁴	40
Data-Driven Academic Planning: Evaluating Senior High School Students' Program Preferences and Educational Aspirations for Institutional Decision-Making Mary Rose Montano ¹ , Regina G. Almonte ² , Roanld A. Gonzales ³ , Maryann H. Lanuza ⁴ , Maricris G. Unico ⁵ , Jayzee Rafanan ⁶ , Joshua Aldous Herbosa ⁷ , Jhanel Rose Ann Silva ⁸ , Armando A. Salenga Jr. ⁹ , Roselle A. Fernando ¹⁰	41
Influence of Influencer Credibility, Emotional Appeal, and Purchase Intention on TikTok Ratri Amelia Aisyah ¹ , Elyada Kharisma Kusuma Wibawa ²	42
Track: Business	43
Building Sustainable Workplaces: Examining the Effect of Toxic Leadership Through Employee Silence on Organizational Citizenship Behavior Dr Muhammad Ahsan Iqbal ¹ , Hufza Iqbal ² , Muhammad Waqas Zafar ³ , Muhammad Jehanzeb Shahid ⁴	44
The Impact of AI-Chatbot Features on Consumer's AI-Chatbot Acceptance through Perceived Effectiveness: Evidence from Service and Retail on Social Media Tai Le ¹ , Diep Quoc Bao ²	45
Servant Leadership, Vitality, and Learning: Drivers of Customer-Oriented Behavior and Turnover Intention in Hospitality Zainul Musthofa	46
Track: Behavioral Science.....	47
When Do Guidance Shopping Affordances Translate into Telepresence? The Moderating Role of Social Presence in Livestream Commerce Nguyen Ngoc Thanh Mai ¹ , Bui Thi Thanh ² , Cao Quoc Viet ³	48
Track: Computer Science.....	49
PAWREPORT: A Web-Based Animal Cruelty Incidents E-Reporting and Analytics System using Geographic Information System (GIS) Mapping in Calamba City, Laguna. Mark Leonard Aggabao	50
Track: Economics	51
The Role of Digital Economy and Community Development Financial Institutions in Employment-Driven Inclusive Growth: A Panel Regression Analysis of Java, Indonesia Linda Seprillina ¹ , Abdul Hafizh bin Mohd. Azam ² , Vidya Purnamasari ³ , Tamat Sarmidi ⁴ , Aradea Dafa Indhira ⁵ , Fikri Mustanir Kurniawan ⁶ , Joanna Ines Maulidya ⁷ , Imam Mukhlis ⁸ , Erlyn Yuniashri ⁹ , Dwi Wulandari ¹⁰	52
The Dynamics of the Impact of Economic Policies on Singapore's Economic Performance: An Econometric Analysis Using the ARDL Model for the Period 1990–2024 wafi Al-Suwaidi ¹ , Dr. Eman Mustafa Rashad ²	53
Track: Entrepreneurship.....	54
Building Shared Futures through Digital Entrepreneurship: The Moderating Role of Social Capital in Entrepreneurs' Innovative Behavior and Job Creation Dr Muhammad Ahsan Iqbal ¹ , Hufza Iqbal ² , Anosha Zameer ³	55
Value Creation through Fig Leaf Rengginang Innovation: A Business Development and Strategic Management Perspective Lintang Anis Bena Kinanti ¹ , Fitriya Andriyani ² , Dinu Saadillah ³	56
Social Media Strategy in the Fashion Industry: Optimizing Instagram and TikTok Content to Drive Consumer Purchase Intention for "Garden of Eve" Ailsa Nabila Fajri ¹ , Noorlaily Fitdiarini ²	57
Track: Human Resources Management	58

The Influence of Workload, Organizational Culture, and Job Satisfaction on Employee Productivity in the Oil and Gas Ajeng Setia Wati ¹ , Arif Murti Rozamuri ²	59
The Dynamics of Job-Hopping Behavior: The Role of Organizational Commitment, Job Security, and Perceived Career Development among Generation Z Deby Febriana Mandagi ¹ , Nurul Khaira ²	60
Track: Humanities.....	61
Brand Image and AI-Enabled Platform Trust Toward Chinese Online Shopping Platforms in Malaysia: The Moderating Role of AI-Enabled Platform Trust Loo Yew Liang.....	62
Track: Sustainability Studies	63
Too Natural to Trust? How Product–Body Proximity Reverses the Naturalness Heuristic Thanh Bui Thi ¹ , PhD Candidate. Cong Thuan Le ² , PhD Candidate. Duy Nguyen Luc Ha ³	64
Green Influencer Attractiveness and Consumers’ Parasocial Relationships: A Parallel Mediation Model of Perceived Content Value and Homophily Hoang Oanh Truong ¹ , Angelina Nhat Hanh Le ²	65
Socio-Economic and Demographic Analysis of Dhangadhi Sub-Metropolitan City, Nepal: Profile for Development Planning Sahas Bhandari	66
Track: Tourism and Hospitality.....	67
Tourist Experience Dimensions and Their Relationship with Overall Satisfaction at the Mall of Asia, Philippines Abdulrahman L. Bañas ¹ , Vanessa Ishi U. Domingo ² , Heart Anjelique P. Naquita ³ , Gabriel M. Orpiada ⁴ , Margareth D. Solayao ⁵ , Rovenia I. Dellova ⁶	68
Sustaining Service Quality in Developing Cities: A Phenomenological Study of Restaurant Owners in Northern Mindanao, Philippines Fe A. Cabanday ¹ , Jimmar Lennon E. Estrosas ²	69
Impact of Green Supply Chain Practices on Hotel Customer Satisfaction: An Importance–Performance Matrix Approach in Ho Chi Minh City Thu-Hang Le ¹ , Luc Phan Tan ² , Quang-Thang Le ³	70
CLOSING SPEECH	71
Future Events	72

ORGANIZING COMMITTEE

Conference Chair

Dr. Yetty Dwi Lestari, S.E., M.T.

Head of Dept. Management, Faculty of Economics and Business, Universitas Airlangga

Co-Conference Chair

Assoc. Prof. Dr. Hendrati Dwi Mulyaningsih

Founder & CEO of Research Synergy Foundation

Organizing Committee

Santi Rahmawati

Research Synergy Foundation

Ani Wahyu Rachmawati

Research Synergy Foundation

Mochammad Fachrizal

Research Synergy Foundation

Finna Zephyrine

Research Synergy Foundation

Muhammad Haikal Pujiansyah

Research Synergy Foundation

Kania Khairunnisa

Research Synergy Foundation

SCIENTIFIC REVIEWER COMMITTEE

Prof. Salina Daud - Universiti Tenaga Nasional (UNITEN), Malaysia

Dr. Tinik Sugiati - Lambung Mangkurat University, Indonesia

Prof. Chia-Pin Kao - Southern Taiwan University of Science and Technology, Taiwan

Assoc. Prof. Dr. Suhaily Hasnan - Universiti Teknologi MARA, Malaysia

Dr. Haliza Mohd Zahari - National Defence University of Malaysia, Malaysia

Prof. Sutinah Made - University of Hasanuddin, Indonesia

Engr. Dr. Muhammad Mujtaba Asad - Universiti Tun Hussein Onn Malaysia, Malaysia

Dr. Eric Agullana Matriano - Columban College, Inc. Phillipines

Prof. Muhammad Rayyan Fazal - Riphah International University, Faisalabad, Pakistan

Prof. ABM Razaul Karim Faquire - Institute of Modern Languages, University of Dhaka, Bangladesh

Dr. Kshitij Trivedi - School of Management, PP Savani University, India

Prof. Dr. Rashmi Gujrati - KC Group Of Institutions, India

Dr. Rilla Gantino - Esa Unggul University, Indonesia

Dr. Maryam Sadat Khalili Azad - Islamic Azad University, Science and Research Branch, Iran

Dr. Nafan Tarihoran - UIN Sultan Maulana Hasanuddin Banten, Indonesia

Dr. Antonino F. Alejandro - Philippine Women's University, Philippines

Dr. Daryl Ace Villanueva Cornell - Polytechnic University of the Philippines, Philippines

Dr. Lien Herliani Kusumah - Universitas Mercu Buana, Indonesia

Prof. Mohamed Battour - USIM, Egypt

Dr. Sattambiralalage Vindya Nimanthi Perera - Sattambiralalage Vindya Nimanthi Perera, Sri Lanka

Dr. Siti Nur 'Atikah Zulkifli - Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu, Malaysia

Dr. Lannie D. Galvan - Mary the Queen College (Pampanga), Inc., Philippines

Dr. Hazem Ali - Zhejiang Gongshang University, China

Prof. Bhagwan dAS - Quaid-e-Awam University of Engineering, Science & Technology, Nawabshah, Pakistan

Dr. Jo-Ting Wei - Providence University, Nawabshah, Taiwan

Dr. Ma. Elena C. Estebal - Technological Institute of the Philippines, Philippines

Dr. Joan C. Reyes - Pampanga State Agricultural University, Philippines

Dr. Leandro A. Loyola - De La Salle University, Philippines

Prof. Ari Warokka, Ph.D. - Busan International College, Tongmyong University (TU), Busan,
Rep. of Korea

Dr. Truong Nu To Giang - School of Management, College of Business, University of
Economics Ho Chi Minh City (UEH), Vietnam

Assoc. Prof. Dr Lau Teck Chai - XJTLU Entrepreneur College (Taicang), Xi'an Jiaotong-
Liverpool University (XJTLU), China

Prof. Lennora Putit - Department for Entrepreneurship and Marketing Studies (DEMS),
Faculty of Business & Management, Universiti Teknologi MARA (UiTM)

CONFERENCE CHAIR MESSAGE

**Distinguished Participants and Guests,
Excellencies, Ladies, and Gentlemen,**

Good morning and a warm welcome to all esteemed speakers, respected presenters, honored guests, and dedicated members of our global academic community.

It is with great appreciation and enthusiasm that I welcome you to 10th International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (10th IBEMS), which will be held on September 9, 2026, virtually via zoom platform. This conference carries the timely and meaningful theme: "Building Share Futures; Bridging Business, Economy, Management". This theme reflects our shared commitment to exchange and share their thought and finding in various spectrums in the field of International Conference on Business, Economy, Management, and Social Studies.

The 10th IBEMS is designed as an inclusive academic forum for researchers, lecturers, students, practitioners, and academicians to exchange ideas, share research findings, and build meaningful networks in the fields of Business Economics, Management, Social Studies, Psychology, Circular Economy, Human Resource Development, Organization Development, Tourism and Hospitality, Islamic Studies, Sustainability Studies, Entrepreneurship, Education, Social Studies, Risk Management, Law, Humanities, Halal Studies, and Behavioural Studies. The conference also responds to current challenges and opportunities in fostering interdisciplinary innovation, sustainable development, digital transformation, and organizational resilience in an increasingly interconnected world.

We are deeply honored to be supported by our dedicated organizing team and conference contributors who guide the conference sessions and activities throughout the event, including:

- **Prof. Ari Warokka, Ph.D.**- Busan International College, Tongmyong University (TU), Busan, Rep. of Korea
- **Dr. Truong Nu To Giang** - School of Management, College of Business, University of Economics Ho Chi Minh City (UEH), Vietnam
- **Dr. Teck Chai Lau** - Graduate Business School, UCSI University, Malaysia
- **Prof. Lennora Putit** - Department for Entrepreneurship and Marketing Studies (DEMS), Faculty of Business & Management, Universiti Teknologi MARA (UiTM).

Through this conference, we hope to provide a vibrant space for intellectual exchange, constructive dialogue, interdisciplinary collaboration, and future research partnerships. Your presence as speakers, presenters, and participants represents the spirit of our global research ecosystem and strengthens our collective effort to contribute to innovation, resilience, and sustainable development.

On behalf of the organizing committee, I would like to express my sincere gratitude to all keynote speakers, session chairs, scientific reviewers, presenters, partners, and participants for your valuable contributions to the success of the 10th IBEMS.

May this conference be enriching, inspiring, and impactful for all of us. I wish you a successful conference experience, fruitful discussions, and meaningful collaborations beyond today's event..

Best regards,

Dr. Yetty Dwi Lestari, S.E., M.T.
Head of Dept. Management, Faculty of Economics and Business, Universitas Airlangga
Conference Chair of 10th IBEMS

CONFERENCE CHAIR



Dr. Yetty Dwi Lestari, S.E., M.T.

Conference Chair of 10th IBEMS

**Head of Dept. Management, Faculty of Economics and Business,
Universitas Airlangga**

Dr. Yetty Dwi Lestari, S.E., M.T. is a Risk Management Expert at the Faculty of Economics and Business, Universitas Airlangga. She earned her Bachelor's degree in Economics from Universitas Airlangga and continued her Master's studies at Institut Teknologi Sepuluh Nopember. She later obtained her doctoral degree from the Faculty of Economics and Business, Universitas Airlangga. Throughout her career, Yetty Dwi Lestari has published numerous research studies. One of her recent studies, titled "Fostering Creative Performance in Public Universities," was published in 2022.

CO-CONFERENCE CHAIR



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

Associate Professor. 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 45.000 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 Associate 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.

OPENING SPEECH



Prof. Dr. Rudi Purwono, SE., M.SE

Dean of Faculty of Economics and Business, Universitas Airlangga

Prof. Dr. Rudi Purwono is a prominent Professor of Monetary Economics and a Senior Lecturer in Development Economics at the Faculty of Economics and Business, Universitas Airlangga (UNAIR). A proven leader in academia, he has served in pivotal administrative roles, including Dean of the Faculty and Vice Director of the UNAIR Postgraduate School. Prof. Purwono's extensive academic footprint covers macroeconomic policy, business cycle analysis, and financial inclusion. Throughout his distinguished career, he has driven vital research into circular economy reforms and national economic resilience, advising various institutions and boards. His deep econometric expertise and dedication to public policy have cemented his reputation as a foremost authority on Indonesian economic development.



Novrys Suhardianto SE., MSA., Ak., Ph.D.

Vice Dean of Faculty of Economics and Business, Universitas Airlangga

Prof. Novrys Suhardianto is an academic, researcher, and accounting professional at the Faculty of Economics and Business, Universitas Airlangga (UNAIR). He currently serves as Vice Dean III of FEB UNAIR, overseeing research, community service, cooperation, internationalization, and institutional development. He is also a lecturer in the Department of Accounting and is affiliated with research centers focusing on corporate and financial reporting, good corporate governance, and sustainability.

He earned his Bachelor's degree in Accounting from Universitas Airlangga, Master of Accounting (MSA) from Universitas Brawijaya, and Ph.D. in Accounting from City University of Hong Kong. His academic and professional expertise primarily covers financial accounting, auditing, corporate governance, corporate reporting, and sustainability/ESG disclosure. His research has addressed contemporary issues including sustainability assurance, carbon disclosure, corporate governance, ESG performance, financial reporting quality, and corporate accountability.

In addition to his academic responsibilities, Novrys has been actively involved in research collaborations, professional accounting activities, and institutional initiatives at national and international levels. He has contributed to numerous scholarly publications and research projects examining the intersection of accounting, corporate governance, sustainability, and business performance. His current leadership role at FEB UNAIR reflects his commitment to strengthening research impact, international collaboration, and sustainable institutional development.

KEYNOTE SPEAKERS



Prof. Ari Warokka, Ph.D.

Busan International College, Tongmyong University (TU), Busan, Rep. of Korea

Prof. Ari Warokka, Ph.D. earned his Ph.D. in Corporate Finance with Summa Cum Laude honors from Universidad Autónoma de Madrid, Spain. He brings over two decades of academic experience, having served in various teaching and research roles in Indonesia, Spain, Malaysia, Saudi Arabia, and South Korea. With a rich educational background that includes six postgraduate degrees obtained across Europe and Southeast Asia, Dr. Warokka's expertise lies in global business, international finance, strategic management, and sustainability. He currently serves as a Professor at Busan International College, Republic of Korea, while also holding adjunct positions at the State University of Jakarta, the University of Sumatera Utara, and Indonesia Open University. He has actively contributed to sustainable education in the banking sector through the HSBC Sustainability Program. His research portfolio features over 30 publications in peer-reviewed international journals, many indexed by Scopus and other major databases. His research interests include corporate governance, carbon disclosure, behavioral finance, and emerging market strategies. His doctoral dissertation focused on ownership and capital structures and their effects on firm performance across eight East Asian economies post-financial crisis. Dr. Warokka's academic and professional journey reflects a strong commitment to advancing interdisciplinary knowledge in global business and finance, particularly within the context of emerging markets.



Dr. Truong Nu To Giang

School of Management, College of Business, University of Economics Ho Chi Minh City (UEH), Vietnam

Dr. Truong Nu To Giang is a highly regarded Lecturer and researcher at the School of Management, University of Economics Ho Chi Minh City (UEH) in Vietnam. Holding a Doctor of Philosophy, her interdisciplinary expertise lies at the intersection of business, hospitality management, and digital transformation. Dr. Truong's recent scholarly contributions explore cutting-edge phenomena such as "AI Governance Drift," digital leadership, and the psychological drivers behind impulsive buying in livestream commerce. Beyond digital strategy, her extensive publications investigate human capital development, employee retention, and corporate social responsibility. Through her active engagement in high-impact research, Dr. Truong consistently drives international academic collaborations that examine evolving consumer and employee behaviors in digital-first economies.

KEYNOTE SPEAKERS



Assoc. Prof. Dr Lau Teck Chai

**XJTLU Entrepreneur College (Taicang),
Xi'an Jiaotong-Liverpool University (XJTLU), China**

Assoc. Prof. Dr Lau Teck Chai is the Director of Entrepreneurship Education and Senior Associate Professor at the Entrepreneurship and Enterprise Hub (EEH), XJTLU Entrepreneur College (Taicang), Xi'an Jiaotong-Liverpool University (XJTLU), China. He provides strategic leadership for entrepreneurship education, entrepreneurial learning innovation, and entrepreneurship research across XJTLU's Syntegrative Education ecosystem. His work focuses on integrating entrepreneurship, innovation, industry engagement, interdisciplinary learning, and emerging technologies into undergraduate and postgraduate education. He collaborates closely with academic leaders, industry partners, government stakeholders, and international collaborators to develop future-ready graduates equipped for an increasingly dynamic world.



Prof. Lennora Putit

**Department for Entrepreneurship and Marketing Studies
(DEMS), Faculty of Business & Management, Universiti
Teknologi MARA (UiTM), Malaysia**

Prof. Lennora Putit is a Full Professor at the Department of Entrepreneurial and Marketing Studies within the Faculty of Business and Management at Universiti Teknologi MARA (UiTM), Malaysia. She earned her Ph.D. from the University of Warwick, U.K., and has since established a prolific academic career centered on consumer behavior, relationship marketing, and sustainable business innovations. Prof. Putit's wide-ranging research explores the adoption of Halal sustainable organic food products, the psychology of neuromarketing, and digital transformation among MSMEs in emerging economies. An influential voice in Malaysian academia, she frequently publishes in top-tier journals and serves as a key contributor to the academic community. Her commitment to bridging academic theory with real-world SME technology adoption makes her a leading expert in contemporary marketing dynamics.

SPEAKER



Shawn Navis

Product Manager and Business Partner ENAGO

Shawn Navis is a Business Partner and Junior Product Manager at Trinkai.ai, part of Crimson Interactive, where he builds AI-driven workflows and automation that help researchers write and publish with confidence. With a background spanning customer support, project management, and product lifecycle work, he brings a practical, user-first lens to designing AI tools for academic and research writing. He holds an MBA in Organizational Leadership from Liverpool John Moores University and a postgraduate degree in Operations Management from IMT Ghaziabad. Shawn is especially interested in how AI can be built responsibly, so it supports researchers without compromising the integrity of their work..

CLOSING SPEECH



Dr. Yetty Dwi Lestari, S.E., M.T.

Conference Chair of 10th IBEMS

**Head of Dept. Management, Faculty of Economics and Business,
Universitas Airlangga**

Dr. Yetty Dwi Lestari, S.E., M.T. is a Risk Management Expert at the Faculty of Economics and Business, Universitas Airlangga. She earned her Bachelor's degree in Economics from Universitas Airlangga and continued her Master's studies at Institut Teknologi Sepuluh Nopember. She later obtained her doctoral degree from the Faculty of Economics and Business, Universitas Airlangga. Throughout her career, Yetty Dwi Lestari has published numerous research studies. One of her recent studies, titled "Fostering Creative Performance in Public Universities," was published in 2022.

MASTER OF CEREMONY



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

**Founder & Chief of Operating Officer
Research 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 a former Director of Scholarvein, she creates, maintains, and develops the integrated system for managing international scientific conference and forum since 2017 up to 2025 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). 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



Dr. Pong Kok Shiong

Beijing Normal-Hong Kong Baptist University, China

Kok Shiong PONG holds a Bachelor of Communication in Persuasive Communication and a Master of Arts in Communication from Universiti Sains Malaysia, and a PhD from Universiti Putra Malaysia. He is an Assistant Professor at Beijing Normal Hong Kong Baptist University (BNBU), where he teaches and supervises students at undergraduate and postgraduate levels. Prior to joining BNBU, he spent more than a decade in academia at a leading Malaysian institution, serving as Tutor, Lecturer, Assistant Professor, Head of Department (2015–2017), and Head of Programme for the Master of Strategic Communication, which he co-developed. His teaching expertise encompasses public relations, crisis communication, campaign planning, strategic communication, advertising, branding, and research methods. He has been invited as a guest lecturer and speaker at universities across New Zealand, South Korea, Indonesia, Thailand, and the Philippines, and served as Keynote Speaker at the 2025 Creative and Collaborative Communication Conference. His primary research area is marketing communication, and he has published in peer-reviewed journals while actively contributing as a reviewer, editorial board member, managing editor, and conference chair for various international academic platforms. Committed to the United Nations Sustainable Development Goals, particularly SDG 4, SDG 12, and SDG 17, he integrates sustainability, responsible practice, and meaningful collaboration into his teaching, research, and professional engagement.



Prof. Dr. Lennora Putit

Faculty of Business & Management, Universiti Teknologi MARA (UiTM), Malaysia

Prof. Lennora Putit is a Full Professor at the Department of Entrepreneurial and Marketing Studies within the Faculty of Business and Management at Universiti Teknologi MARA (UiTM), Malaysia. She earned her Ph.D. from the University of Warwick, U.K., and has since established a prolific academic career centered on consumer behavior, relationship marketing, and sustainable business innovations. Prof. Putit's wide-ranging research explores the adoption of Halal sustainable organic food products, the psychology of neuromarketing, and digital transformation among MSMEs in emerging economies. An influential voice in Malaysian academia, she frequently publishes in top-tier journals and serves as a key contributor to the academic community. Her commitment to bridging academic theory with real-world SME technology adoption makes her a leading expert in contemporary marketing dynamics.

SESSION CHAIRS



Assoc. Prof. Dr. Phan Tan Luc

University of Economics, Ho Chi Minh City, Vietnam

Phan Tan Luc is an Associate Professor in Business Administration. He serves as a Lecturer in the School of Management at the University of Economics Ho Chi Minh City (UEH), Vietnam. He earned his PhD and MBA in Business Administration from the University of Economics Ho Chi Minh City, and his BA in Business Administration from Ton Duc Thang University. His research and academic outputs extensively cover topics such as social entrepreneurship intentions,

bibliometric analyses, sustainable marketing, customer brand co-creation, and organizational behavior



Dr. Truong Thi Hoang Oanh

University of Economics, Ho Chi Minh City, Vietnam

Hoang-Oanh Thi Truong is the Vice Dean of the School of Business and Management at the UEH Mekong Campus, University of Economics Ho Chi Minh City (UEH), where she also serves as a lecturer, researcher, and Chair of the MOI Research Group. Holding a Ph.D. in Business Administration from Can Tho University and an M.A. from National Cheng Kung University, her core research interests

encompass green marketing, sustainability, digital marketing, strategic management, and consumer behavior. She has led and participated in numerous university-level research projects and has widely published in peer-reviewed journals and international conferences focusing on modern business issues, consumer psychology, and digital innovations.



Dr. Nguyen Thi Hong Nhung (Rosie)

University of Economics, Ho Chi Minh City, Vietnam

Thi Hong Nhung Nguyen is a Lecturer in Strategic Management and Corporate Social Responsibility (CSR) within the School of Business, College of Management at the University of Economics Ho Chi Minh City (UEH), Vietnam. She holds a Ph.D. in Business Administration (Marketing and Decision) from National Cheng Kung University (NCKU) in Taiwan, alongside an MBA and a Bachelor's degree in

Business Administration. Her research fields focus on consumer behaviors, food decisions, ethical consumerism, and social networks. She has contributed to multiple academic publications in international journals and conferences including the *International Journal of Consumer Studies* addressing topics such as consumer loyalty in organic farming, traceability systems, sustainable purchasing intentions, and organizational ethics.

SESSION CHAIRS



Katerina Katsamba

University of Limassol, Cyprus

Katerina Katsamba is a doctoral mobility applicant from the University of Limassol whose proposed host institution is the Faculty of Economics and Business at the University of Airlangga. Holding an LLB in Law, an MBA in International Finance, and a Bachelor's Degree in Business Administration, her academic and research interests focus on ethical leadership, political and public governance, coaching as a leadership development tool, and organizational ethics.

Professionally, she is the Founder and Managing Director of a private medical implant company with over two decades of experience spanning manufacturing, strategic development, and international business.

CONFERENCE PROGRAM

Wednesday | September 9, 2026

https://www.ibemsconference.com		Organized by :  Dept. Management Faculty of Economics and Business Universitas Airlangga		 Co-Hosted by : 
CONFERENCE PROGRAM				
10th International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (10th IBEMS)				
VIRTUAL CONFERENCE: September 9, 2026				
Wednesday, September 09, 2026				
Time (UTC+7)	Dur'	Activity		
Main Room: *Please note that ALL conference TIME is in Jakarta Time/ WIB/ UTC+7. Please check your time zone.		Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvUae0GqHPcqJ9CxqxnLhoGceZu.1 OR https://bit.ly/10thibems Meeting ID: 848 3684 1296 Passcode: 10thibems		
8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM		
9:00 - 9:05	0:05	Welcome Address and Conference Publication Announcement by MC		
9:05 - 9:15	0:10	Welcome Remarks of the 10th IBEMS Conference Dr. Yetty Dwi Lestari, S.E., M.T. Conference Chair of 10th IBEMS Head of Dept. Management, Faculty of Economics and Business, Universitas Airlangga		
9:15 - 9:20	0:05	Token of Appreciation for Speaker		
9:20 - 9:30	0:10	Opening Speech Prof. Dr. Rudi Purwono, S.E., M.SE. Dean of Faculty of Economics and Business, Universitas Airlangga		
9:30 - 9:35	0:05	Token of Appreciation for Speaker		
9:35 - 9:50	0:15	Global Research Ecosystem Introduction Associate Professor Dr. Hendrati Dwi Mulyaningsih, S.E., M.M. Co-Conference Chair of 10th IBEMS Founder and Chief Executive Officer of Research Synergy Foundation		
9:50 - 9:55	0:05	Token of Appreciation for Speaker		
9:55 - 10:00	0:05	E-Group Photo		
10:00 - 10:30	0:30	Keynote Speaker : Prof. Ari Warokka, Ph.D. Busan International College, Tongmyong University (TU), Busan, Rep. of Korea		
10:30 - 10:35	0:05	Token of Appreciation for Keynote Speaker		
10:35 - 11:05	0:30	Keynote Speaker : Dr. Truong Nu To Giang School of Management, College of Business, University of Economics Ho Chi Minh City (UEH), Vietnam		
11:05 - 11:10	0:05	Token of Appreciation for Keynote Speaker		
11:10 - 11:40	0:30	Keynote Speaker : Assoc. Prof. Dr Lau Teck Chai XJTLU Entrepreneur College (Taicang), Xi'an Jiaotong-Liverpool University (XJTLU), China		
11:40 - 11:45	0:05	Token of Appreciation for Keynote Speaker		
11:45 - 12:15	0:30	Mini Workshop: Publication Support Services from Enago		
12:15 - 12:30	0:15	Lunch Break (Video played: Universitas Airlangga Profile; Research Synergy Foundation Profile; University of Economics Ho Chi Minh City Profile)		
12:30 - 12:40	0:10	Introduction to Keynote Speaker Session by MC		
12:40 - 13:10	0:30	Keynote Speaker : Prof. Lennora Putit Department for Entrepreneurship and Marketing Studies (DEMS), Faculty of Business & Management, Universiti Teknologi MARA (UiTM)		
13:10 - 13:15	0:05	Token of Appreciation for Keynote Speaker		
Academic Parallel Online Presentation Session				

13:15 - 13:25	0:10	Session Chairs Introduction Main Room: Dr. Pong Kok Shiong - Beijing Normal University, Hong Kong Baptist University United International College, China Breakout Room 1: Prof. Dr. Lennora Putit - Faculty of Business & Management, Universiti Teknologi MARA (UITM), Malaysia Breakout Room 2: Assoc. Prof. Dr. Phan Tan Luc - University of Economics Ho Chi Minh City, Vietnam Breakout Room 3: Dr. Truong Thi Hoang Oanh - University of Economics Ho Chi Minh City, Vietnam Breakout Room 4: Dr. Nguyen Thi Hong Nhung (Rosie) - University of Economics Ho Chi Minh City, Vietnam Breakout Room 5: Katerina Katsamba - University of Limassol, Cyprus
13:25 - 14:55	1:30	Parallel Online Presentation Session, maximum 6 presenters (15 minutes/presenter) at Main Room, & Breakout Room 1 - 5
14:55 - 15:05	0:10	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
15:05 - 15:20	0:15	Short Break
15:20 - 15:35	0:15	Awarding Ceremony Best Presentation Best Paper Session Chairs Recognition
15:35 - 15:40	0:05	Closing Remarks Dr. Yetty Dwi Lestari, S.E., M.T. Conference Chair of 10th IBEMS Head of Dept. Management, Faculty of Economics and Business, Universitas Airlangga

LIST PRESENTER

Wednesday | September 9, 2026

Tuesday, September 09, 2025		
10th IBEMS: Session 1 - Main Room		
Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvbUae0GgHPcqJ9CqxnlhoGceZu.1 OR https://bit.ly/10thibems Meeting ID: 848 3684 1296 Passcode: 10thibems		
Time: 13:15 - 15:05 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Dr. Pong Kok Shiong - Beijing Normal University Hong Kong Baptist University United International College		
Track Management		
Paper ID	Presenter	Paper Title
BEM26105	Dian Palupi	From Digital Platform Experience to Secondhand Fashion Purchasing Habits: The Roles of Consumer Motivation, Purchase Intention, and Paradoxical Consumption
BEM26109	Febri Chrisanty	Maximizing the Strategic Alliance Performance Through Dynamic Reconfiguration: Empirical Study From Institutional Learning Framework
BEM26111	Nguyen Duc Nhan Le	Harnessing Mhealth App Coolness for Social Marketing: Creating User Value and Fostering Citizenship Behavior
198082	Ratri Amelia Aisyah	Influence of Influencer Credibility, Emotional Appeal, and Purchase Intention on TikTok
BEM26124	Nabilah Ratnadhita Firjatullah	When ESG Meets Capital Structure: The Moderating Role of Board Gender Diversity

Tuesday, September 09, 2025		
10th IBEMS: Session 1 - Breakout Room 1		
Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvbUae0GgHPcqJ9CqxnlhoGceZu.1 OR https://bit.ly/10thibems		
Meeting ID: 848 3684 1296 Passcode: 10thibems		
Time: 13:15 - 15:05 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Prof. Dr. Lennora Putit - Faculty of Business & Management, Universiti Teknologi MARA (UiTM), Malaysia		
Track Management		
Paper ID	Presenter	Paper Title
BEM26122	Elsa Yustika Putri	Empowering Corporate ESG in the Digital Era: The Roles of Financial Constraints and Executive Financial Background
462092	Chorry Sulistyowati	Marketing Investment, Financial Leverage, and Corporate Investment Efficiency
BEM26114	Dunga Dwi Barinta	Does the Application of Material Requirements Planning Enhance Operational Performance? Evidence From Mobile Street Coffee Vending in Indonesia
BEM26115	Raras Kirana Wandira	Operational Value Creation Through Value Chain Analysis: A Case Study of Edible Bird's Nest Processing at PT Husein Alam Indah
BEM26121	Yetty Lestari	From Decision Analysis to Operational Readiness: Optimizing Loading and Unloading Equipment in Container Terminal Operations
BEM26104	Mary Rose Montano & Regina Almonte	Data-Driven Academic Planning: Evaluating Senior High School Students' Program Preferences and Educational Aspirations for Institutional Decision-Making

Tuesday, September 09, 2025		
10th IBEMS: Session 1 - Breakout Room 2		
Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvbUae0GgHPcqJ9CqxnlhoGceZu.1 OR https://bit.ly/10thibems		
Meeting ID: 848 3684 1296 Passcode: 10thibems		
Time: 13:15 - 15:05 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Assoc. Prof. Dr. Phan Tan Luc - University of Economics Ho Chi Minh City, Vietnam		
Track Business		
Paper ID	Presenter	Paper Title
400365	Roslan Ja'afar	Esg Rating Divergence and the Cost of Capital: A Conceptual Framework for Malaysian Listed Firms
BEM26108	Muhammad Ahsan Iqbal	Building Sustainable Workplaces: Examining the Effect of Toxic Leadership Through Employee Silence on Organizational Citizenship Behavior
BEM26120	Zainul Musthofa	Servant Leadership, Vitality, and Learning: Drivers of Customer-Oriented Behavior and Turnover Intention in Hospitality
BEM26123	Tai Le	The Impact of AI-Chatbot Features on Consumer's AI-Chatbot Acceptance Through Perceived Effectiveness: Evidence From Service and Retail on Social Media
Track Economics		
Paper ID	Presenter	Paper Title
BEM26127	Wafi Al-Suwaidi	The Dynamics of the Impact of Economic Policies on Singapore's Economic Performance: An Econometric Analysis Using the ARDL Model for the Period 1990–2024
BEM26106	Linda Seprillina	The Role of Digital Economy and Community Development Financial Institutions in Employment-Driven Inclusive Growth: A Panel Regression Analysis of Java, Indonesia

Tuesday, September 09, 2025		
10th IBEMS: Session 1 - Breakout Room 3		
Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvbUae0GgHPcqJ9CqxnlhoGceZu.1 OR https://bit.ly/10thibems		
Meeting ID: 848 3684 1296 Passcode: 10thibems		
Time: 13:15 - 15:05 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Dr. Truong Thi Hoang Oanh - University of Economics Ho Chi Minh City, Vietnam		
Track Economics		
Paper ID	Presenter	Paper Title
BEM26107	Muhammad Ahsan Iqbal	Building Shared Futures Through Digital Entrepreneurship: The Moderating Role of Social Capital in Entrepreneurs' Innovative Behavior and Job Creation
BEM26119	Ailsa Nabila Fajri	Social Media Strategy in the Fashion Industry: Optimizing Instagram and TikTok Content to Drive Consumer Purchase Intention for "Garden of Eve"
BEM26126	Lintang Anis Bena Kinanti	Value Creation Through Fig Leaf Rengginang Innovation: A Business Development and Strategic Management Perspective
Track Human Resources Management		
Paper ID	Presenter	Paper Title
BEM26110	Nurul Khaira	The Dynamics of Job-Hopping Behavior: The Role of Organizational Commitment, Job Security, and Perceived Career Development Among Generation Z

Tuesday, September 09, 2025		
10th IBEMS: Session 1 - Breakout Room 4		
Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvbUae0GgHPcqJ9CqxnlHoGceZu.1 OR https://bit.ly/10thibems Meeting ID: 848 3684 1296 Passcode: 10thibems		
Time: 13:15 - 15:05 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Dr. Nguyen Thi Hong Nhung (Rosie) - University of Economics Ho Chi Minh City, Vietnam		
Track Sustainability		
Paper ID	Presenter	Paper Title
BEM26113	Hoang Oanh Truong	Green Influencer Attractiveness and Consumers' Parasocial Relationships: A Parallel Mediation Model of Perceived Content Value and Homophily
BEM26112	Duy Nguyen Luc Ha	Too Natural to Trust? How Product–Body Proximity Reverses the Naturalness Heuristic
BEM26117	Sahas Bhandari	Socio-Economic and Demographic Analysis of Dhangadhi Sub-Metropolitan City, Nepal: Profile for Development Planning
Track Behavioral Science		
Paper ID	Presenter	Paper Title
BEM26116	Cao Quoc Viet	When Do Guidance Shopping Affordances Translate Into Telepresence? The Moderating Role of Social Presence in Livestream Commerce
Track Humanities		
Paper ID	Presenter	Paper Title
BEM26102	Loo Yew Liang	Brand Image and AI-Enabled Platform Trust Toward Chinese Online Shopping Platforms in Malaysia: The Moderating Role of AI-Enabled Platform Trust

Tuesday, September 09, 2025		
10th IBEMS: Session 1 - Breakout Room 5		
Zoom link: https://us06web.zoom.us/j/84836841296?pwd=JBLvbUae0GgHPcqJ9CqxnlhoGceZu.1 OR https://bit.ly/10thibems		
Meeting ID: 848 3684 1296 Passcode: 10thibems		
Time: 13:15 - 15:05 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Katerina Katsamba - University of Limassol, Cyprus		
Track Human Resources Management		
Paper ID	Presenter	Paper Title
BEM26101	Arif Murti Rozamuri	The Influence of Workload, Organizational Culture, and Job Satisfaction on Employee Productivity in the Oil and Gas
Track Tourism and Hospitality		
Paper ID	Presenter	Paper Title
BEM26118	Heart Anjelique P. Naquita	The Correlation of Tourist Experience Dimensions and Overall Satisfaction of Tourist at the Mall of Asia, Philippines
BEM26125	Jimmar Lennon E. Estrosas	Sustaining Service Quality in Developing Cities: A Phenomenological Study of Restaurant Owners in Northern Mindanao, Philippines
BEM26128	Quang-Thang Le	Impact of Green Supply Chain Practices on Hotel Customer Satisfaction: An Importance–Performance Matrix Approach in Ho Chi Minh City
Track Computer science		
Paper ID	Presenter	Paper Title
BEM26103	Mark Leonard Aggabao	Pawreport: A Web-Based Animal Cruelty Incidents E-Reporting and Analytics System Using Geographic Information System (GIS) Mapping in Calamba City, Laguna.

Track: Management

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

From Digital Platform Experience to Secondhand Fashion Purchasing Habits: The Roles of Consumer Motivation, Purchase Intention, and Paradoxical Consumption

| Dian Palupi¹, Indrianawati Usman², Yetty Dwi Lestari³

^{1,2,3}Airlangga University

Abstract

Background – Indonesia’s growing young consumer market has accelerated secondhand fashion consumption through digital platforms. Previous studies identify economic, critical, and experiential motivations as important drivers of secondhand consumption (Guiot & Roux, 2010). However, limited attention has been given to how digital platform experience shapes these motivations and translates them into purchasing habits. Moreover, although recent studies reveal sustainability, overconsumption tensions in secondhand consumption (Mizrachi & Sharon, 2025), paradoxical consumption has rarely been examined as a moderating condition linking consumer motivation to purchasing decisions

Purpose – This study examines the influence of digital platform experience on secondhand fashion purchasing habits among Indonesian Millennial and Gen Z consumers, with consumer motivation as a mediator and paradoxical consumption moderating the relationships between economic, critical, and experiential values and purchase intention.

Design/methodology/approach – This research using non-probability sampling for millennials and Generation Z, who purchased secondhand clothing within the last three months and at least 2-3 times within the last 6 months through digital platforms. Survey data were collected from 257 respondent. The proposed relationships, mediation effects, and moderating effects were tested using Structural Equation Modeling (SEM).

Findings – Digital platform experience significantly enhances consumer motivation, with experiential value emerging as the strongest driver of purchase intention. Paradoxical consumption moderates the effects of economic, critical, and experiential values on purchase intention. Consumer motivation mediates the relationship between digital platform experience and purchase intention, while purchase intention fully mediates the relationship between consumer motivation and secondhand fashion purchasing habits.

Research limitations – First, non-probability sampling may limit the generalizability of the findings. Second, self-reported data may introduce social desirability and common method biases. Third, the cross-sectional design limits causal inference and the ability to capture changes in digital platform experience, consumer motivation, purchase intention, and purchasing habits over time. Finally, the Indonesian context may limit the applicability of the findings to other cultural settings.

Originality/value – This study extends secondhand fashion research beyond purchase intention by explaining how digital platform experience develops into purchasing habits through motivation and intention. It further introduces paradoxical consumption as a moderator explaining when different motivational values translate into purchase intention, offering insights into how consumers reconcile affordability, sustainability, and experiential desires.

Keywords: Secondhand clothing, consumer behavior, digital platform experience, consumer motivation, paradoxical consumption

Maximizing the Strategic Alliance Performance Through Dynamic Reconfiguration: Empirical Study from Institutional Learning Framework

| Febri Chrisanty¹, Janu Dewandaru²

¹Universitas Multimedia Nusantara, ²Bank Indonesia Institute

Abstract

Background – To address the high failure rate in implementing strategic alliances (30%-70%), companies and institutions strive to refine the process of creating dynamic capability by reconfiguring the strategic alliance activities that represent the final stage in the dynamic capability formation. In the prior literature, no research has directly examined the relationship between dynamic reconfiguration, derived from a learning framework, and strategic alliance performance.

Purpose – The purpose of this research is to investigate the effect of all constructs within the learning framework (relationship capital, surfacing, joint learning structure, and knowledge acquisition) on strategic alliance performance through the development of dynamic reconfiguration capability.

Design/methodology/approach – The research data were collected using online survey questionnaires (seven-point Likert scale) completed by 85 strategic alliances (67% of its 127 total population, with a 6.14% margin of error). Most of the respondents are public institutions, established more than 20 years ago and actively collaborating. The pretest with 35 respondents confirmed the reliability and validity. The 85 main data points (incorporating the pretest data) were analyzed for the measurement model (reliability, validity, and discriminant validity), followed by structural model analysis (collinearity, R^2 , f^2 effect size, and Q^2) using SmartPLS software. All measurement and structural outcomes met the requisite thresholds. The one-tailed test was used because the hypotheses clearly state a positive effect.

Findings – The results show that joint learning structure ($\beta=0.358$; $P=0.004$) significantly and positively influences dynamic reconfiguration capability, followed by knowledge acquisition ($\beta=0.352$; $P=0.001$) and surfacing ($\beta=0.200$; $P=0.046$), while relationship capital has not ($\beta=-0.021$; $P=0.431$). The dynamic reconfiguration capability ($\beta=0.734$; $P=0.000$) shows a significant and positive influence on strategic alliance performance. Strategic alliance performance ($R^2=0.533$) and dynamic reconfiguration capability ($R^2=0.650$) have a moderate relationship. Additionally, the specific indirect effect shows that the strongest path in creating strategic alliance performance, through dynamic reconfiguration, was from joint learning structure ($\beta=0.263$; $P=0.002$).

Research limitations – The limitation of this study lies in the sample size, given the small size of the total population. Future research could expand the sample size in other business sectors.

Originality/value – This research contributes to the dynamic capability literature by being the first to link the formation of dynamic reconfiguration derived from a learning framework to strategic alliance performance.

Keywords: dynamic reconfiguration capability, strategic alliances performance, learning framework, joint learning structure

Harnessing mHealth App Coolness for Social Marketing: Creating User Value and Fostering Citizenship Behavior

| Nguyen Duc Nhan Le¹, Dong Phong Nguyen², Nhat Hanh Le³

^{1,2,3}University of Economics Ho Chi Minh City

Abstract

Background – Although mHealth apps offer considerable potential for social marketing and health improvement, sustaining voluntary user engagement remains challenging. App coolness may differentiate mHealth services beyond their functional benefits, yet its role in generating user value and citizenship behavior remains underexplored.

Purpose – This study examines how mHealth app coolness fosters citizenship behavior through immersion and user value. It also investigates whether the effects of coolness differ between wellness-promoting and illness-management apps.

Design/methodology/approach – Survey data were collected from 474 mHealth app users, comprising 260 wellness-app users and 214 illness-management-app users. The model was assessed using partial least squares structural equation modelling with a two-stage approach for the higher-order constructs. Bootstrapping was used to test the direct and indirect effects. Measurement invariance was evaluated using the MICOM procedure before permutation and bootstrap multigroup analyses were conducted.

Findings – mHealth app coolness positively influences both user value and immersion, while user value promotes citizenship behavior. Immersion partially mediates the relationship between coolness and user value. Moreover, immersion and user value serially mediate the effect of coolness on citizenship behavior, indicating that coolness fosters voluntary contributions by first creating an immersive and valuable user experience. Multigroup analysis further reveals that the effects of coolness on immersion and user value are significantly stronger for wellness-promoting apps than for illness-management apps.

Research limitations – The cross-sectional, self-reported data limit causal inference. The broad classification of mHealth apps into two categories may also overlook differences among specific health domains. Future studies could employ longitudinal designs, objective usage data, and more narrowly defined app categories.

Originality/value – This study extends technological product coolness research to the mHealth and social marketing context. By integrating the S–O–R framework, flow theory, and social exchange theory, it identifies immersion and user value as sequential mechanisms connecting app coolness with citizenship behavior. It also establishes mHealth app type as an important boundary condition explaining when coolness is most influential.

Keywords: mHealth app coolness, user value, immersion, citizenship behavior, social marketing

Does the Application of Material Requirements Planning Enhance Operational Performance? Evidence from Mobile Street Coffee Vending in Indonesia

| Dunga Dwi Barinta¹, Renandra Aryasakti², Yetty Dwi Lestari³, Tuwanku Aria Auliandri³,
Raras Kirana Wandira⁴

^{1,2,3,4}Universitas Airlangga

Abstract

Background – The expansion of the coffee market has driven the development of innovative direct-selling models, including mobile street coffee vending. This model offers greater accessibility by delivering freshly prepared coffee directly to consumers. However, its mobile operations are constrained by limited storage capacity and uncertain daily demand, creating challenges in matching raw material availability with actual requirements. Such mismatches may lead to stockouts or overstocks, resulting in material waste, product unavailability, and inconsistent product quality, which ultimately hinder operational performance.

Purpose – This study explores the application of Material Requirements Planning (MRP) as a strategic operations tool for enhancing operational performance in mobile street coffee vending. MRP facilitates systematic planning of raw material quantities and timing by aligning material requirements with anticipated demand and available inventory.

Design/methodology/approach – This exploratory qualitative study conducted in-depth interviews with operations directors from eight mobile street coffee vending businesses in Indonesia, purposively selected based on company scale and daily production volume, with informants directly involved in material planning and operational decision-making.

Findings – The findings reveal that mismatches between planned material requirements and actual daily demand are a major source of operational inefficiency. The operations directors indicated that MRP supports more systematic daily material planning by aligning material requirements with expected demand. This alignment helps minimize stockouts and overstocks while supporting waste reduction and product quality consistency. However, the effectiveness of MRP depends on the accuracy of the BOM, as deviations between standard and actual material usage can reduce planning accuracy.

Research limitations – The context-specific nature of the study limits the transferability of the findings to other operational settings. Furthermore, the effectiveness of MRP depends on BOM accuracy, as deviations between standard and actual material usage may reduce material planning accuracy.

Originality/value – This study broadens the operational context of MRP by introducing its application to mobile street coffee vending, an area that remains underexplored in operations management research. It provides new insights into the relevance of MRP for managing material requirements in small-scale mobile operations with fluctuating demand and identifies BOM accuracy as a key condition shaping its effectiveness.

Keywords: Material Requirements Planning, Operational Performance, Mobile Street Coffee Vending, Material Waste, Product Quality

Operational Value Creation through Value Chain Analysis: A Case Study of Edible Bird's Nest Processing at PT Husein Alam Indah

| Muhammad Husein Al Fadlil Wahyudin¹, Yetty Dwi Lestari², Raras Kirana Wandira³

^{1,2,3}Department of Management, Universitas Airlangga

Abstract

Background – The edible bird's nest industry faces stringent export-quality requirements and relies heavily on labor-intensive processes vulnerable to bottlenecks and quality deterioration, while PT Husein Alam Indah has experienced strong export-revenue growth alongside declining profitability, indicating that higher demand has not been effectively converted into operational value creation.

Purpose – This study examines the implementation of Value Chain Analysis (VCA) to map operational activities, identify bottlenecks and non-value-added activities, assess yield loss, and determine their underlying causes using the Fishbone Diagram to formulate recommendations for operational improvements.

Design/methodology/approach – This article employs a qualitative single-case study of PT Husein Alam Indah. Data were collected through company documentation, direct observation, and in-depth interviews with four key management informants. Data collection spanned March–June 2026. Source and method triangulation were applied. VCA was used to map activities, diagnose bottlenecks, identify non-value-added activities, and evaluate yield loss, followed by a 5M Fishbone analysis covering Man, Method, Material, Machine, and Milieu.

Findings – The feather-picking station and steamer transit area were identified as the principal bottlenecks, which generating rework, waiting, and yield loss. Product damage can reduce the value of premium bird's nest by approximately 52.6%, leaving the damaged product's value about 9.1% below its raw-material cost. Root causes include worker fatigue, non-standardized soaking, material variation, blunt tweezers, and prolonged wet-nest queues. Recommended improvements include five-minute soaking controls, routine tweezer inspection, job rotation, and a maximum 30-minute FIFO queue supported by improved air circulation.

Research limitations – As a single-case study, the findings are context-specific, and the analysis focuses on physical and temporal inefficiencies. The study does not evaluate post-implementation financial outcomes. Future research should conduct longitudinal cost-benefit and ergonomic assessments

Originality/value – This study integrates VCA and fishbone analysis into a diagnostic-to-corrective framework for high-value agri-food processing, linking operational bottlenecks and hidden waste to specific 5M root causes and managerial interventions.

Keywords: Value Chain Analysis, Fishbone Diagram, bird's nest, food processing, case study

When ESG Meets Capital Structure: The Moderating Role of Board Gender Diversity

| Nabilah Ratnaduhita Firjatullah¹, Ayesha Meutia Syarif², Chorry Sulistyowati³, Elsa Yustika Putri⁴

^{1,3,4}Airlangga Center for Financial Innovation and Technology (ACFIT)/Universitas Airlangga, ²Universitas Airlangga

Abstract

Background – Amid regulatory shifts toward mandatory sustainability reporting in emerging markets, understanding how non-financial disclosures influence corporate capital structure choices remains a critical area of corporate finance inquiry.

Purpose – This study empirically examines the effect of Environmental, Social, and Governance (ESG) disclosure on capital structure, proxied by the Debt-to-Equity Ratio (DER), while evaluating the moderating role of Board Gender Diversity (BGD).

Design/methodology/approach – Adopting an explanatory quantitative empirical design, this study analyzes an unbalanced panel dataset of 93 non-financial firms (348 firm-year observations) listed on the Indonesia Stock Exchange (IDX) across the 2020–2024 period, selected via purposive sampling. Multiple linear regression analysis with classical assumption diagnostics was conducted. ESG disclosure is measured using Bloomberg’s composite score, BGD is operationalized via Blau’s Index of Heterogeneity, and control variables include cash holdings, firm efficiency (EBIT/Total Assets), and firm size (Ln Total Assets).

Findings – The empirical results indicate that ESG disclosure has a negative and statistically significant effect on capital structure, suggesting that firms with higher ESG transparency rely less on debt financing. However, Board Gender Diversity does not significantly moderate the relationship between ESG disclosure and capital structure decisions.

Research limitations – The sample is geographically restricted to Indonesian non-financial listed firms, excluding financial institutions due to distinct capital adequacy requirements. Additionally, Bloomberg ESG scores measure reporting extent rather than direct operational performance impact, and static panel regressions may not fully eliminate dynamic endogeneity.

Originality/value – This study adds novelty by utilizing Blau’s Index of Heterogeneity to test the moderating role of board gender balance on the ESG–leverage relationship within an emerging market context, offering empirical insights grounded in Pecking Order, Signaling, and Upper Echelons theories following mandatory sustainability disclosure regulation (OJK No. 51/POJK.03/2017).

Keywords: Environmental, Social, and Governance (ESG) disclosure, capital structure, board gender diversity.

Empowering Corporate ESG in the Digital Era: The Roles of Financial Constraints and Executive Financial Background

| Zahrin Haznina Qalby¹, Elsa Yustika Putri², Rahmat Heru Setianto³, Putra Ghifari Zakawali⁴

^{1,2,3}Center for Finance and Innovation (CFIN), Faculty of Economics and Business, Universitas Airlangga, ⁴Faculty of Economics and Business, Universitas Airlangga

Abstract

Background – A critical knowledge gap persists regarding how digital finance enhances ESG performance via capital constraint relief and top-management traits, even as companies across emerging markets face heightened demands to implement sustainable operations.

Purpose – This study examines the impact of digital finance on ESG performance among non-financial firms listed on the Indonesia Stock Exchange, specifically investigating the mediating role of financial constraints and the moderating role of executives' financial background.

Design/methodology/approach – A quantitative research design was conducted using panel data from 156 non-financial listed firms (468 firm-year observations from 2022–2024). The empirical framework employs fixed-effects panel regression for direct relationships, mediation analysis with bootstrapping to test capital constraints, and interaction modeling to assess the moderating influence of executive attributes.

Findings – Digital finance exerts a positive and significant effect on ESG performance, with financial constraints serving as a partial mediator that channels these benefits by improving corporate financing conditions. However, executives' financial background does not yield a significant moderating effect, demonstrating that digital finance enhances ESG outcomes consistently across different levels of executive financial expertise.

Research limitations – The scope of this research is bounded by a three-year window (2022–2024) and focused exclusively on Indonesian non-financial firms, which potentially constrains the extrapolation of these results to mature economies, financial sectors, or long-term structural trends.

Originality/value – This paper contributes to sustainable finance literature by identifying capital constraint relief as an essential operational mechanism linking digital finance to ESG performance, while empirically testing executive expertise as a boundary condition within an emerging market context.

Keywords: Digital finance; ESG Performance; Financial constraints; Executives's financial background; Sustainable finance

From Decision Analysis to Operational Readiness: Optimizing Loading and Unloading Equipment in Container Terminal Operations

| Anita Kharisma¹, Yetty Lestari², Tuwanku Aria Auliandri³, Febriana Wuryaningrum⁴
^{1,2,3,4}Universitas Airlangga

Abstract

Background – Equipment readiness at one of Indonesia’s leading logistics companies remains suboptimal, as frequent breakdowns and uneven readiness across terminals disrupt operational continuity. Key challenges include technical failures, limited maintenance scheduling, high utilization intensity, and unequal equipment distribution. This study applies Decision Analysis Framework and Decision Tree methods to identify critical factors, evaluate alternatives, and determine the optimal strategy, emphasizing preventive maintenance for improved operational efficiency.

Purpose – This study enhances operational excellence by identifying equipment readiness determinants and evaluating maintenance alternatives using Decision Analysis and Decision Tree methods. It develops a proactive, data-driven preventive maintenance strategy to maximize equipment availability, minimize downtime, and strengthen sustainable operational performance.

Design/methodology/approach – This study adopts a qualitative case study approach at a logistics company, integrating the Decision Analysis Framework and Decision Tree methods to assess equipment readiness. Data were collected through interviews, observations, and operational records to identify critical issues, evaluate maintenance alternatives, and determine optimal strategies for enhancing equipment availability and operational reliability.

Findings – The findings indicate that equipment readiness at a logistics company is constrained by technical failures, limited maintenance scheduling, high equipment utilization, and uneven distribution across terminals. Decision Tree analysis shows that high operational activity is the dominant condition, under which preventive maintenance provides the highest expected value (70%), outperforming corrective maintenance and equipment redistribution. These results demonstrate that scheduled preventive maintenance is the most effective strategy for improving equipment availability, operational reliability, and sustainable terminal performance under uncertain operating conditions.

Research limitations – This study is limited by its consideration of only two operational conditions, which may not fully capture terminal variability. The Decision Tree and Decision Analysis Framework may also simplify complex operational interdependencies. Furthermore, static payoff values, limited alternatives, and minimal sensitivity analysis may constrain model adaptability to dynamic conditions and multi-criteria considerations, including cost and risk.

Originality/value – The study’s originality lies in integrating the Decision Analysis Framework (DAF) with Decision Tree analysis to systematically evaluate equipment readiness under uncertainty. This integrated approach enhances decision quality by explicitly modeling probabilistic conditions and expected outcomes, offering a more structured alternative to conventional multi-criteria methods such as AHP and TOPSIS.

Keywords: equipment readiness, Decision Analysis Framework, Decision Tree, preventive maintenance

Data-Driven Academic Planning: Evaluating Senior High School Students' Program Preferences and Educational Aspirations for Institutional Decision-Making

| Mary Rose Montano¹, Regina G. Almonte², Roanld A. Gonzales³, Maryann H. Lanuza⁴,
Maricris G. Unico⁵, Jayzee Rafanan⁶, Joshua Aldous Herbosa⁷, Jhanel Rose Ann Silva⁸,
Armando A. Salenga Jr.⁹, Roselle A. Fernando¹⁰

^{1,2,3,4,5,6,7,8,9,10}City College of Calamba

Abstract

Background – Higher education institutions increasingly adopt data-driven academic planning to align academic programs with student demand, community needs, and workforce requirements. For local colleges, relying on historical enrollment trends may lead to misaligned programs and inefficient resource allocation. Assessing students' educational aspirations and program preferences provides evidence for informed academic planning and institutional decision-making.

Purpose – This study aimed to assess the program preferences, educational aspirations, enrollment intentions, and factors influencing the degree program choices of senior high school students as a basis for data-driven academic planning at the City College of Calamba.

Design/methodology/approach – This study employed a quantitative descriptive survey design. Data were collected from 2,580 Grade 10–12 students from 12 selected public secondary schools in Calamba City using a researcher-developed questionnaire that underwent expert content validation and pilot testing. Respondents were selected through convenience sampling with stratified representation, ensuring participation from different grade levels and schools. Data were analyzed using frequency counts, percentages, and ranking techniques.

Findings – The findings revealed that 59.92% of the respondents intended to pursue higher education, while 44.69% expressed interest in taking the City College of Calamba entrance examination. Among the existing programs, Bachelor of Science in Psychology was the most preferred (14.38%), followed by Bachelor of Science in Information Technology (9.50%) and Bachelor of Science in Computer Science (9.38%). Personal interest ranked as the strongest determinant of program choice, followed by local employability and earning potential. For programs not currently offered, Engineering emerged as the top preference. These findings provide empirical evidence to support program development, enrollment planning, and resource allocation.

Research limitations – The study was limited to senior high school students from selected public secondary schools in Calamba City using convenience sampling. Thus, the findings may not be generalizable to other populations or settings, and respondents' preferences may change over time.

Originality/value – Unlike conventional preference surveys, this study integrates students' educational aspirations, enrollment intentions, and program preferences to support evidence-based academic planning. The findings provide a practical basis for program development, enrollment planning, and resource allocation at the City College of Calamba.

Keywords: Data-driven academic planning, educational aspirations, program preferences, institutional decision-making, senior high school students

Influence of Influencer Credibility, Emotional Appeal, and Purchase Intention on TikTok

| Ratri Amelia Aisyah¹, Elyada Kharisma Kusuma Wibawa²
^{1,2}Universitas Airlangga

Abstract

Background – A founder and also as an influencer of a skincare brand was struggle with her skin problems developed it into new products and created her experience into emotional appeal in advertising content. That content has successfully caught customers' attention and made her a credible source. However, this content has not significantly increased product sales.

Purpose – This study examines the effects of influencer credibility, brand trust and emotional appeal on purchase intention. Meanwhile, brand trust as a mediator variable mediates the relation between influencer credibility to purchase intention and emotional appeal to purchase intention variable, in the context of brand of skincare in TikTok.

Design/methodology/approach – To this model, the study administered an online survey to 260 female respondents aged 18 years or older who actively used TikTok, has seen brand of skincare promotional content, followed an influencer of skincare product, and have never purchased the brand. The constructs are measured using a five-point Likert scale and analyzed using partial least squares - structural equation modeling (PLS-SEM).

Findings – Results showed that Emotional appeal positively affected both brand trust and purchase intention. On the other hand, influencer credibility positively affected brand trust but did not influence on purchase intention, brand trust did not significantly affect purchase intention and neither mediate either the influencer credibility-purchase intention relationship nor the emotional appeal-purchase intention relationship.

Research limitations – First, the sample is dominated by women aged 18-22 years old and most of them are dominantly students. It influences how their perceived source credibility and they are more easily to switch to other influencers. Second, this research uses purposive sampling technique that limit causal interpretation.

Originality/value – This research contributes to escalating the customers' attention, brand can evoke customer' feelings through emotional content and familiarity. Moreover, brand also activate the source credibility in a certain product.

Keywords: influencer credibility, emotional appeal, brand trust, purchase intention

Track: Business

Supported by :



Building Sustainable Workplaces: Examining the Effect of Toxic Leadership Through Employee Silence on Organizational Citizenship Behavior

| Dr Muhammad Ahsan Iqbal¹, Hufza Iqbal², Muhammad Waqas Zafar³, Muhammad Jehanzeb Shahid⁴

¹Assistant Professor (Rawalpindi Women University), ²MS-Rawalpindi Women University, ³Mphil English,

⁴Director Innovation of the Project (National Artificial Intelligence Advancements Initiatives), Ministry of Information Technology and Telecommunication, Pakistan

Abstract

Background – Toxic leadership undermines employee wellbeing, trust, and discretionary workplace behavior. This issue is particularly relevant in Pakistan's commercial banking sector, characterized by hierarchical structures, high performance pressure, and pronounced power distance. However, the psychological mechanism linking toxic leadership to reduced organizational citizenship behavior (OCB) remains underexplored.

Purpose – This study examines employee silence as a mediating mechanism in the relationship between toxic leadership and OCB among employees of Pakistani commercial banks. Social Exchange Theory explains reciprocal withdrawal in response to unfair treatment, while Conservation of Resources Theory explains the resource-depletion process underlying such withdrawal.

Design/methodology/approach – A quantitative, cross-sectional design was employed. Using purposive and convenience sampling, structured questionnaires were distributed to employees across selected commercial bank branches in major Pakistani cities. Of 415 questionnaires distributed, 342 were returned and 327 were complete and usable, yielding an 82.4% response rate and 78.8% usable response rate. Toxic leadership was measured using Schmidt's (2008) 16-item scale, employee silence using a 12-item scale adapted from Çakıcı (2008), and OCB using a 12-item scale adapted from Lee and Allen (2002). All scales demonstrated Cronbach's alpha values above .70. Mediation was tested using Hayes's (2013) PROCESS Model 4 with 5,000 bootstrap resamples and bias-corrected 95% confidence intervals.

Findings – Toxic leadership was positively associated with employee silence ($a = .19, p < .01$) and negatively associated with OCB (total effect $c = -.41, p < .001$; direct effect $c' = -.35, p < .001$). Employee silence was negatively related to OCB ($b = -.32, p < .001$). The bootstrapped indirect effect was significant ($-.061, 95\% \text{ CI } [-.098, -.029]$), confirming partial mediation. The indirect pathway accounted for approximately 15% of the total effect, indicating that employee silence is a meaningful mechanism through which toxic leadership reduces OCB.

Research limitations – The cross-sectional, single-source design limits causal inference and cannot fully eliminate common method bias. The adapted silence scale also requires further validation in Pakistan, while the banking-specific sample limits generalizability.

Originality/value – By integrating Social Exchange Theory and Conservation of Resources Theory, this study explains relational and psychological pathways linking toxic leadership with reduced OCB in a high power-distance context. The findings extend destructive-leadership research beyond predominantly Western settings and highlight confidential voice mechanisms and effective leader screening as practical interventions for healthier and more sustainable workplaces.

Keywords: Toxic Leadership; Employee Silence; Organizational Citizenship Behavior; Sustainable Workplaces; Social Exchange Theory

The Impact of AI-Chatbot Features on Consumer's AI-Chatbot Acceptance through Perceived Effectiveness: Evidence from Service and Retail on Social Media

| Tai Le¹, Diep Quoc Bao²

^{1,2}School of Management, University of Economics Ho Chi Minh City

Abstract

Background – AI-powered chatbots have become the main contact point between businesses and customers on Vietnamese social media, where orders and appointments are confirmed inside the chat window. Firms invest heavily in these tools but decide by intuition rather than evidence. Prior studies examine one or two design features at a time and rely on a single theoretical framework.

Purpose – This study tests whether integrating UTAUT and the Computers Are Social Actors (CASA) paradigm explains perceived effectiveness better than either framework alone, ranks five design features when all are estimated together, and clarifies how perceived privacy risk conditions the link between perceived effectiveness and chatbot acceptance.

Design/methodology/approach – Eight constructs were modelled. Accuracy, communication competence, anthropomorphism, perceived intelligence and empathy act as antecedents of perceived effectiveness, which drives acceptance, with perceived privacy risk as a boundary condition. Data from 292 Vietnamese consumers were analyzed using PLS-SEM. Two reduced models, one functional and one social, were compared against the full model.

Findings – Four of the five features affected perceived effectiveness: perceived intelligence first, followed by empathy, communication competence and anthropomorphism. Accuracy was insignificant because it shares most of its variance with perceived intelligence. Perceived effectiveness was the strongest predictor of acceptance, while privacy concern moderated this relationship only weakly. The full model explained 56.6% of the variance against 43.2% and 49.1% for the single-lens models, and a random probe procedure confirmed the gain was not mechanical.

Research limitations – The sample skews towards younger, university educated respondents, which limits generalizability. The cross-sectional design does not support causal claims over time. Anthropomorphism was measured only at the textual level, excluding visual and voice cues.

Originality/value – The study converts a frequently repeated call for multi-framework integration into quantitative evidence, showing a gain of 13.4 percentage points. It delivers a priority ranking that single-feature studies cannot produce, explains why accuracy loses significance, and reframes privacy concern as a boundary condition rather than a direct predictor. Firms gain a concrete order of investment priorities.

Keywords: AI-Chatbot, Design Features, Perceived Effectiveness, Perceived Privacy Risk, AI-Chatbot Acceptance

Servant Leadership, Vitality, and Learning: Drivers of Customer-Oriented Behavior and Turnover Intention in Hospitality

| Zainul Musthofa

Department of Management, Faculty of Economics and Business, Universitas Airlangga

Abstract

Background – The hospitality industry is highly dependent on employees' interactions with customers, making employee behavior a critical determinant of service quality and organizational performance. Employees are expected to consistently demonstrate customer-oriented behavior while coping with demanding workloads and maintaining positive service experiences. At the same time, high employee turnover remains a persistent challenge in the hospitality industry, potentially disrupting service continuity, increasing recruitment and training costs, and weakening organizational performance.

Purpose – This study examines the effects of servant leadership on customer-oriented behavior and turnover intention, focusing on vitality and learning as mediating mechanisms.

Design/methodology/approach – A quantitative approach was employed using purposive sampling. Data were collected from 155 employees of Tanjung Kodok Beach Resort through online and offline questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

Findings – Servant leadership positively affects customer-oriented behavior, vitality, and learning, while negatively affecting turnover intention. Vitality and learning also positively influence customer-oriented behavior and negatively influence turnover intention. Furthermore, both vitality and learning significantly mediate the relationships between servant leadership and customer-oriented behavior and turnover intention.

Research limitations – The use of purposive sampling and data from a single hospitality organization limits the generalizability of the findings. Future research should employ broader samples, diverse hospitality settings, and alternative sampling techniques.

Originality/value – This study highlights vitality and learning as important mechanisms linking servant leadership to both service-oriented and retention-related outcomes. The findings provide practical insights for hospitality organizations seeking to strengthen customer-oriented behavior and employee retention through supportive leadership and employee development.

Keywords: Servant Leadership, Customer-Oriented Behavior, Turnover Intention, Social Exchange Theory.

Track: Behavioral Science

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

When Do Guidance Shopping Affordances Translate into Telepresence? The Moderating Role of Social Presence in Livestream Commerce

| Nguyen Ngoc Thanh Mai¹, Bui Thi Thanh², Cao Quoc Viet³

¹Institute of International Management, National Cheng Kung University, ^{2,3}School of Management, University of Economics Ho Chi Minh City, Ho Chi Minh City

Abstract

Background – Livestream commerce increasingly embeds guidance shopping affordances that help consumers navigate products and purchase decisions in real time. Yet providing guidance does not necessarily make consumers feel immersed in the shopping environment. This raises an important question of when functional guidance becomes an experiential sense of “being there”.

Purpose – This study examines how guidance shopping affordances translate into telepresence and identifies social presence as a boundary condition shaping this relationship.

Design/methodology/approach – Drawing on affordance theory and telepresence theory, the study tests a moderated model using survey data from livestream commerce consumers and partial least squares structural equation modelling (PLS-SEM).

Findings – Guidance shopping affordances strengthen telepresence, but their immersive value depends on social presence. When social presence is high, guidance cues become more vivid and experientially meaningful, intensifying consumers’ sense of “being there”. Under low social presence, the same affordances produce substantially weaker telepresence.

Research limitations – The study focuses on consumer perceptions within livestream commerce and uses cross-sectional data, limiting causal inference and generalisability across platforms and cultures. Future research could employ experiments and longitudinal designs and examine additional boundary conditions, including streamer characteristics, product type and interaction intensity.

Originality/value – This study challenges the assumption that shopping affordances are inherently immersive. By showing that social presence determines when guidance affordances translate into telepresence, it bridges affordance and telepresence perspectives and offers a more contingent explanation of immersive consumer experience in livestream commerce.

Keywords: Livestream Commerce, IT Affordance Theory, Guidance Shopping Affordance, Telepresence, Social Presence

Track: Computer Science

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

PAWREPORT: A Web-Based Animal Cruelty Incidents E-Reporting and Analytics System using Geographic Information System (GIS) Mapping in Calamba City, Laguna.

| Mark Leonard Aggabao

Laguna State Polytechnic University - San Pablo Campus

Abstract

Background – Animal cruelty remains a significant concern that affects animal welfare and public safety. Traditional reporting methods often lack centralized documentation and analytical capabilities, limiting the ability of authorities to identify incident patterns and prioritize interventions. To address this gap, this study developed PAWREPORT, a web-based GIS-enabled reporting and analytics system that supports data-driven monitoring and decision-making for animal cruelty incidents.

Purpose – This study presents the design and development of a web-based system named PAWREPORT, which integrates electronic reporting, Geographic Information System (GIS) mapping, and spatiotemporal analytics to improve the documentation, visualization, and analysis of animal cruelty incidents involving companion animals, specifically dogs and cats.

Design/methodology/approach – The study used a developmental and experimental research design with Agile Scrum methodology. Spatiotemporal analytics techniques (ST-DBSCAN, HDBSCAN, KDE, EHSA, OPTICS, and K-Means) were evaluated using clustering validation metrics across multiple time granularities. Results showed that ST-DBSCAN achieved the best clustering performance, while KDE and EHSA effectively identified hotspot patterns. The system also generated risk scores and urgency classifications to support decision-making. Testing confirmed its reliability, compatibility, and stable performance across devices and web browsers.

Findings – System quality evaluation based on ISO 25010 indicated high levels of functional suitability, usability, reliability, and security. User acceptance testing using TAM produced an overall weighted mean of 4.41, interpreted as strongly acceptable. Findings demonstrate that PAWREPORT effectively centralizes animal cruelty reporting, supports spatiotemporal analysis, and enhances data-driven decision-making for animal welfare monitoring and governance.

Research limitations – The study is limited to dog and cat cruelty incidents within Calamba City, Laguna. Results depend on the accuracy and completeness of reported data, and the developed risk-scoring model may require adjustment when applied to different locations or datasets.

Originality/value – This study introduces PAWREPORT, a web-based system that integrates electronic reporting, GIS mapping, spatiotemporal analytics, and prescriptive analytics for animal cruelty monitoring. The system provides actionable recommendations through hotspot detection, risk scoring, and urgency classification, contributing to more effective animal welfare governance and decision support.

Keywords: Animal Welfare Monitoring, GIS Mapping, ST-DBSCAN, Decision Support System, Hotspot Analysis

Track: Economics

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

The Role of Digital Economy and Community Development Financial Institutions in Employment-Driven Inclusive Growth: A Panel Regression Analysis of Java, Indonesia

| Linda Seprillina¹, Abdul Hafizh bin Mohd. Azam², Vidya Purnamasari³, Tamat Sarmidi⁴, Aradea Dafa Indhira⁵, Fikri Mustanir Kurniawan⁶, Joanna Ines Maulidya⁷, Imam Mukhlis⁸, Erlyn Yuniashri⁹, Dwi Wulandari¹⁰

^{1,5,6,7,8,9,10}Universitas Negeri Malang, ^{2,4}Universiti Kebangsaan Malaysia, ³Universitas Gadjah Mada

Abstract

Background – Despite the rapid expansion of Indonesia's digital economy, empirical evidence explaining how digital transformation, employment development, and community-based financial institutions jointly promote inclusive growth at the regional level remains limited.

Purpose – This study addresses this gap by examining the relationships among the digital economy, Employment Development Index (EDI), Community Development Financial Institutions (CDFIs), and inclusive growth across the six provinces of Java during 2012–2025.

Design/methodology/approach – The digital economy is represented by indicators of internet penetration, digital infrastructure, and information and communication technology (ICT) utilisation, while employment development is measured using the Employment Development Index. CDFIs are incorporated as a financial inclusion mechanism that facilitates community access to productive financing, particularly for micro, small, and medium enterprises (MSMEs), thereby strengthening the transmission of digital economic benefits to inclusive growth. Using balanced panel data obtained from Statistics Indonesia (BPS), Bank Indonesia, the Financial Services Authority (OJK), and related government agencies, the study applies panel data regression. Model selection is conducted through the Chow, Hausman, and Lagrange Multiplier tests to determine the most appropriate estimator.

Findings – The findings indicate that digital economy development and employment development exert significant positive effects on inclusive growth. At the same time, CDFI-based financial access strengthens equitable economic participation, particularly in peri-urban and semi-rural areas. The results also suggest that disparities in digital infrastructure across provinces influence the effectiveness of employment development in supporting inclusive growth.

Research limitations – This study relies solely on secondary panel data limited to six provinces on the island of Java, which may not fully capture micro-level dynamics of digital economy adoption at the community level. Inconsistent provincial-level reporting on CDFIs may further limit estimation precision. Future research is encouraged to expand the scope to other islands or employ dynamic panel methods such as GMM.

Originality/value – This study contributes by integrating digital transformation, employment development, and CDFIs into a unified analytical framework in Java, Indonesia's primary economic corridor, and provides region-specific evidence that has received limited attention in previous studies. The findings offer practical implications for policymakers in designing integrated strategies to strengthen digital infrastructure, improve employment quality, and expand community-based financial inclusion, thereby fostering more equitable and sustainable economic growth.

Keywords: Digital Economy, Employment Development; Inclusive Growth, Community Development Financial Institutions (CDFIs), Panel Data Regression

The Dynamics of the Impact of Economic Policies on Singapore's Economic Performance: An Econometric Analysis Using the ARDL Model for the Period 1990–2024

| wafi Al-Suwaidi¹, Dr. Eman Mustafa Rashad²

^{1,2}University of Mosul - College of Administration and Economics

Abstract

Background – Economic policies play a central role in achieving macroeconomic stability and sustainable growth, particularly in highly open economies. Singapore represents a successful economic model characterized by institutional efficiency, trade openness, and flexible economic management. Given the economy's exposure to global fluctuations, examining the effectiveness of economic policies in supporting long-term performance is essential.

Purpose – This study analyzes the impact of monetary, fiscal, and trade policies on Singapore's economic performance during 1990–2024 using the Autoregressive Distributed Lag (ARDL) model. It aims to examine both short-run and long-run relationships between policy variables and a composite Economic Performance Index (EPI), as well as the speed of adjustment toward equilibrium after economic shocks.

Design/methodology/approach – The study uses annual time-series data for Singapore covering 1990–2024. A weighted Economic Performance Index (EPI) was constructed using inflation, unemployment, fiscal deficit, and GDP growth indicators. The Phillips–Perron unit root test was applied to examine stationarity, followed by the ARDL model and Bounds Cointegration Test to estimate short-run and long-run relationships. Diagnostic tests were conducted to ensure model validity and reliability.

Findings – The results confirm the existence of a long-run equilibrium relationship between economic policies and economic performance. Money supply, government expenditure, public debt, tax revenues, exports, and customs tariffs negatively affected economic performance in the long run. In contrast, interest rates and imports showed positive and statistically significant effects. The exchange rate had a weak and statistically insignificant effect due to Singapore's high integration into global trade. Error correction results indicated rapid adjustment toward equilibrium, especially through the monetary channel, reflecting the efficiency of Singapore's economic institutions and policy framework.

Research limitations – The study focuses only on Singapore, which may limit the generalization of results to other economies. It also relies on annual data and a linear ARDL framework, which may not fully capture short-term or nonlinear economic dynamics.

Originality/value – The study provides a comprehensive econometric analysis of Singapore's economic policies over an extended period. Its originality lies in constructing a composite Economic Performance Index and integrating monetary, fiscal, and trade policy analysis within a single ARDL framework, offering useful implications for open and developing economies.

Keywords: Economic Policies, Economic Performance, Singapore, Economic Performance Index (EPI).

Track: Entrepreneurship

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

Building Shared Futures through Digital Entrepreneurship: The Moderating Role of Social Capital in Entrepreneurs' Innovative Behavior and Job Creation

| Dr Muhammad Ahsan Iqbal¹, Hufza Iqbal², Anosha Zameer³

¹Rawalpindi Women University, ^{2,3}MS, Department of Business Administration, Rawalpindi Women University, Pakistan

Abstract

Background – The diffusion of digital technologies has repositioned entrepreneurship around digital platforms and infrastructures. Prior work links digital entrepreneurship to innovation and job creation, but whether this activity converts into these outcomes appears to depend on entrepreneurs' social capital, a boundary condition under-examined in developing economies such as Pakistan.

Purpose – This research study examines the direct effects of digital entrepreneurship on entrepreneurs' innovative behavior and job creation, and tests whether social capital moderates these relationships (H1–H5), drawing on social capital theory and the resource-based view. Gender differences across variables are also explored on an exploratory basis.

Design/methodology/approach – A cross-sectional survey collected data from digital entrepreneurs across Pakistan via purposive and snowball sampling. After a pilot (n = 150), 530 questionnaires were distributed, 470 returned, and 453 valid responses (88.7% response rate) retained. All constructs showed acceptable reliability and normal distribution. Correlation, regression, and hierarchical moderated regression (Hayes's PROCESS macro, Model 1) were run in SPSS and AMOS.

Findings – Digital entrepreneurship was positively related to innovative behavior ($\beta = .311$, $R^2 = .097$, $p < .001$) and job creation ($\beta = .198$, $R^2 = .039$, $p < .001$), though effects were modest. Social capital significantly strengthened both relationships ($\Delta R^2 = .057$ and $.018$, $p < .01$). Exploratory analysis found significant gender differences across all variables, unhypothesized in advance.

Research limitations – The cross-sectional, self-reported, single-country design limits causal inference and generalizability; social capital was tested only as a moderator; the gender comparison was post hoc; and common method bias, though checked via Harman's test, cannot be fully ruled out. Longitudinal, multi-country designs would address these constraints.

Originality/value – The paper contributes a moderated model linking digital entrepreneurship to innovative behavior and job creation via social capital, drawing on social capital theory and the resource-based view. It offers a contextual contribution (Pakistani entrepreneurs) and a conceptual one (social capital as boundary condition), and suggests that pairing digital-skills development with network-building yields greater gains than digital access alone.

Keywords: Digital Entrepreneurship; Entrepreneurs' Innovative Behavior; Job Creation; Social Capital; Resource-Based View; Pakistan.

Value Creation through Fig Leaf Rengginang Innovation: A Business Development and Strategic Management Perspective

| Lintang Anis Bena Kinanti¹, Fitriya Andriyani², Dinu Saadillah³

^{1,2,3}Politeknik Negeri Jember

Abstract

Background – Local food innovation creates economic value through traditional product transformation and local resource utilization. Fig leaf rengginang combines culinary heritage and product differentiation. However, its business viability remains underexplored, particularly regarding value propositions, customers, channels, partnerships, and revenue. This gap highlights its potential as a viable entrepreneurial opportunity creating economic and social value.

Purpose – This study aims to examine the business potential of fig leaf rengginang and formulate a business development strategy based on value creation, community-based entrepreneurship, and market developments.

Design/methodology/approach – This study uses a descriptive qualitative approach integrating Business Model Canvas (BMC) and SWOT analysis. Data were collected through semi-structured interviews with two fig leaf rengginang business owners and one marketing expert, then analyzed to identify business components, internal factors, external factors, and development strategies.

Findings – The findings indicate that develop fig leaf rengginang can be done through a community-oriented business model involving local communities in production and marketing activities. The main value propositions include product quality, healthy snack positioning, product accessibility, and delivery services. Market access is supported by social media, marketplaces, direct customer networks, distributors, and resellers, targeting consumers within and outside Jember. SWOT analysis identifies product uniqueness, local resource utilization, and community involvement as key strengths, while digital marketing and growing interest in healthier food products represent major opportunities. Limited market reach, production capacity, and competition in the snack market remain key challenges.

Research limitations – This study focuses primarily on strategic and business model aspects and does not comprehensively assess financial feasibility, large-scale consumer acceptance, or the nutritional and functional properties of the final product. Future research should incorporate financial feasibility analysis, consumer testing, market validation, and laboratory-based product assessment.

Originality/value – This study contributes to research on local food innovation and entrepreneurship by integrating traditional food diversification with community-based entrepreneurship and business model development. It demonstrates how a locally based traditional food innovation can create value through product differentiation, local resource utilization, community participation, and expanded market access.

Keywords: fig leaf rengginang, local food innovation, community based entrepreneurship, SWOT analysis, Business Model Canvas

Social Media Strategy in the Fashion Industry: Optimizing Instagram and TikTok Content to Drive Consumer Purchase Intention for "Garden of Eve"

| Ailsa Nabila Fajri¹, Noorlaily Fitdiarini²

^{1,2}Universitas Airlangga

Abstract

Background – Social media platforms like Instagram and TikTok play a pivotal role in visual branding and driving consumer behavior for fashion businesses. However, converting viewers into buyers remains a challenge for online fashion brands due to operational and strategic gaps in content management.

Purpose – This research aims to examine the optimization of Instagram and TikTok content strategies to enhance consumer purchase intention for the online women's apparel business, Garden of Eve.

Design/methodology/approach – A qualitative approach was employed, utilizing data triangulation (interviews, observation, and documentation) alongside a fishbone diagram to analyze platform characteristics, audience behavior, and the effectiveness of various content formats.

Findings – The findings indicate distinct platform roles: Instagram effectively builds brand aesthetics through OOTD visuals and a timeless fashion-themed feed, whereas TikTok stimulates desire via short, trend-driven videos and the FYP mechanism. However, key operational barriers were identified—specifically, inconsistent posting frequency, limited content format variety, and the underutilization of analytical insights—which hinder the conversion of viewers into buyers. To address this, practical recommendations are provided, including content diversification, content calendar enforcement, clear CTAs linking TikTok to purchase channels, and an analytics SOP with A/B testing.

Research limitations – This study relies on a qualitative framework focused on a single online fashion brand. Future quantitative research is recommended to empirically measure the direct impact of these strategic changes on sales conversion rates, as well as to examine the role of user-generated content (UGC) and unique selling proposition (USP) narratives in building social proof.

Originality/value – This study highlights that for fashion businesses operating in a multi-platform environment, success relies not only on creative media production, but also on strategic content-format selection, posting consistency, and operational data management to boost engagement and purchase intention.

Keywords: Content Strategy, Social Media Marketing, Instagram, TikTok, Purchase Intention

Track: Human Resources Management

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

The Influence of Workload, Organizational Culture, and Job Satisfaction on Employee Productivity in the Oil and Gas

| Ajeng Setia Wati¹, Arif Murti Rozamuri²

^{1,2}Universitas Pertamina

Abstract

Background – The oil and gas sector operates under high performance demands, complex organisational systems, and sustained operational pressures. These conditions create significant challenges for employees, particularly those in administrative and coordination roles in metropolitan areas such as Jakarta. However, prior studies have largely focused on partial relationships or different industry contexts, with limited attention to their combined impact on employee productivity in the oil and gas sector. This indicates a research gap that warrants further investigation.

Purpose – The purpose of this study is to investigate the individual and combined effects of workload, organisational culture, and job satisfaction on employee productivity in the oil and gas industry in Jakarta.

Design/methodology/approach – This study uses a quantitative survey with structured questionnaires distributed to oil and gas employees in Jakarta. A probability sampling technique was applied, involving 104 administrative and operational staff. Data were analysed using PLS-SEM with SmartPLS, including validity, reliability, and hypothesis testing.

Findings – The findings reveal that workload does not significantly influence employee productivity, suggesting that employees are able to accommodate high work demands within structured organisational systems. In contrast, organisational culture and job satisfaction exert positive and significant effects, underscoring the critical role of a supportive work environment and positive employee attitudes in sustaining performance under the complex and high pressure conditions characteristic of the oil and gas sector. Collectively, these variables account for 42.4% of the variance in employee productivity.

Research limitations – This study is limited to oil and gas companies in Jakarta, which may constrain the generalisability of the findings. The use of self reported data introduces potential response bias, while the cross sectional design limits causal inference. Accordingly, the results should be interpreted with caution.

Originality/value – This study contributes to the literature by examining the combined effects of workload, organisational culture, and job satisfaction on employee productivity in the oil and gas sector. It focuses on administrative and operational employees in Jakarta, a critical yet underexplored context, thereby extending existing research beyond fragmented approaches and offering context specific insights into employee productivity.

Keywords: workload, organizational culture, job satisfaction, employee productivity, oil and gas industry

The Dynamics of Job-Hopping Behavior: The Role of Organizational Commitment, Job Security, and Perceived Career Development among Generation Z

| Deby Febriana Mandagi¹, Nurul Khaira²

^{1,2}Universitas Airlangga

Abstract

Background – The increasing mobility of Generation Z in the contemporary labor market has raised concerns regarding turnover intention and job-hopping behavior. Employees' decisions to remain in or leave an organization may be influenced by their perceptions of job security, career development opportunities, and psychological safety. Organizational commitment may serve as an important mechanism linking these workplace conditions to employees' intentions and behaviors, then perceived alternatives to employment may influence the strength of these relationships.

Purpose – The study examines how job security, perceived career development, and psychological safety influence turnover intention and job hopping behavior, with organizational commitment serving as a mediator. It further assesses whether perceived alternative employment moderates the relationships of organizational commitment with turnover intention and job-hopping behavior.

Design/methodology/approach – An explanatory research design was adopted. Questionnaire data were obtained from 300 Generation Z employees in Indonesia with one year of work experience. Participants were recruited through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4.

Findings – The finding show that job security, perceived career development, and psychological safety have positive and significant effects on organizational commitment. Organizational commitment, however, has positive and significant effects on both turnover intention and job-hopping behavior, contrary to the hypothesized negative relationships. Organizational commitment significantly mediates the relationships of job security, perceived career development, and psychological safety with both outcomes. Furthermore, perceived alternative employment significantly moderates the relationships between organizational commitment and turnover intention as well as job hopping behavior.

Research limitations – The study uses self-reported data, potentially exposing the findings to social desirability bias. The cross-sectional design restricts assessment of changes in employees' perceptions and behaviors over time. The multi industry sample offers a broad view of Generation Z employees but may overlook industry-specific dynamics.

Originality/value – This study extends the literature on Gen Z workforce mobility by integrating job security, perceived career development, psychological safety, organizational commitment, perceived alternative employment, turnover intention, and job-hopping behavior. It provides evidence from the Indonesian context and highlights that organizational commitment does not reduce employees' intention or likelihood of changing jobs when alternative employment opportunities are available.

Keywords: Job Security, Job Hopping Behavior, Perceived Alternative Employment, Psychological Safety, Generation Z

Track: Humanities

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

Brand Image and AI-Enabled Platform Trust Toward Chinese Online Shopping Platforms in Malaysia: The Moderating Role of AI-Enabled Platform Trust

| Loo Yew Liang
New Era University College

Abstract

Background – With the rapid development of cross-border e-commerce and the widespread integration of artificial intelligence (AI) technologies into online shopping platforms, Chinese e-commerce platforms have become an increasingly important shopping option for Malaysian consumers. However, empirical research focusing on consumer online purchase intention in AI-enabled cross-border e-commerce contexts remains limited.

Purpose – This study aims to examine the influence of brand image on online purchase intention toward Chinese online shopping platforms among Malaysian consumers with particular emphasis on the moderating role of AI-enabled platform trust. This study conceptualizes brand image as the independent variable, online purchase intention as the dependent variable, and AI-enabled platform trust as a moderator.

Design/methodology/approach – Using a quantitative research design and stratified sampling approach, data were collected through a survey of Malaysian consumers who have experienced purchasing from Chinese online shopping platforms. SPSS 25.0 was employed to conduct the statistical analysis of the collected data. The findings indicated that brand image has a significant positive effect on online purchase intention ($\beta=0.713$, $p<0.001$). In addition, AI-enabled platform trust significantly moderates this relationship such that the positive influence of brand image on online purchase intention is strengthened when consumers perceive the platform's AI systems to be reliable, secure, and trustworthy ($\beta=0.406$, $p<0.001$).

Findings – This study contributes to the literature by integrating AI-enabled platform trust as a moderating mechanism in cross-border e-commerce with the context that remains underexplored, particularly in the Malaysian market. It extends branding and consumer behaviour theories by demonstrating how AI-driven trust reshapes the effectiveness of brand image in influencing purchase intention.

Research limitations – Despite the valuable insights provided, this study acknowledges certain limitations, such as the sample being limited to Malaysian consumers engaging with Chinese online shopping platforms which may constrain generalizability. The use of self-reported data may introduce perceptual bias, particularly in evaluating AI-enabled platform trust. Additionally, the cross-sectional design limits the ability to capture changes in consumer behaviour over time.

Originality/value – Future research is encouraged to adopt longitudinal and multi-method approaches, explore diverse cultural contexts, and incorporate additional AI-related factors to enhance robustness and better understand consumer decision-making in AI-enabled cross-border e-commerce.

Keywords: Brand image, online purchase intention, AI-enabled platform trust, cross-border e-commerce

Track: Sustainability Studies

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

Too Natural to Trust? How Product–Body Proximity Reverses the Naturalness Heuristic

| Thanh Bui Thi¹, PhD Candidate. Cong Thuan Le², PhD Candidate. Duy Nguyen Luc Ha³
^{1,2,3}School of Management, University of Economics Ho Chi Minh City

Abstract

Background – Naturalness generally operates as a positive marketplace cue, reinforcing perceptions of safety, authenticity, and trust. Yet this assumption overlooks whether consumers evaluate naturalness differently when products vary in their proximity to the body.

Purpose – This study theorizes product–body proximity as a boundary condition of the naturalness heuristic, explaining when and how naturalness shifts from a trust-enhancing cue to a trigger of consumer skepticism in response to performative green demarketing.

Design/methodology/approach – A qualitative multiple-case study was conducted across the food, personal care, and household care sectors. Data from 38 semi-structured interviews were triangulated with product packaging, brand communications, and digital content. An abductive analysis was employed to develop an interpretive process model

Findings – Product–body proximity emerges as a critical boundary condition of the naturalness heuristic. Greater bodily proximity heightens embodied vulnerability, shifting consumers from heuristic trust toward reflective scrutiny. This heightened scrutiny increases the attribution of naturalness claims to commercial rather than authentic sustainability motives, prompting consumers to reassess their moral authenticity. The resulting Naturalness Heuristic Reversal transforms naturalness from a trust-enhancing cue into a signal of commercialized morality, generating heightened skepticism, selective verification, and brand avoidance.

Research limitations – This study is limited to three consumer product categories and employs a qualitative multiple-case design oriented toward theory development rather than statistical generalization. Future research should test the transferability of Naturalness Heuristic Reversal across cultural contexts, service settings, and emerging sustainable technologies. Quantitative studies could further validate the proposed mechanism and examine additional boundary conditions, including consumer expertise, institutional trust, environmental involvement, and perceived greenwashing.

Originality/value – This study challenges the prevailing assumption that naturalness universally enhances consumer trust by theorizing Naturalness Heuristic Reversal as a novel interpretive mechanism. It identifies product–body proximity as a previously overlooked boundary condition explaining when naturalness shifts from a trust-enhancing cue to a trigger of reflective moral scrutiny. By connecting embodied vulnerability with consumer interpretations of sustainability claims, the study extends naturalness marketing, embodied consumption, consumer skepticism, and sustainability communication research.

Keywords: Naturalness heuristic; Product-body proximity; Embodied consumption; Consumer skepticism; Consumer cognition; Sustainability communication.

Green Influencer Attractiveness and Consumers' Parasocial Relationships: A Parallel Mediation Model of Perceived Content Value and Homophily

| Hoang Oanh Truong¹, Angelina Nhat Hanh Le²

¹School of Business and Management, UEH Mekong, University of Economics Ho Chi Minh City, ²School of Management, University of Economics Ho Chi Minh City, Vietnam

Abstract

Background – Green social media influencers increasingly function as rallying points around which environmentally conscious consumers assemble, yet how their perceived attractiveness fosters tribal belonging remains underexplored, particularly among young-to-middle-aged consumers, the core purchasing segment for green products in emerging markets such as Vietnam.

Purpose – Grounded in Tribal Theory, this study examines how green influencer attractiveness, physical and social, functions as a visible tribal marker shaping followers' parasocial relationships with the influencer through perceived content value and attitude homophily, and tests whether these relationships extend to followers' collective we-intentions toward fellow followers.

Design/methodology/approach – We collected data from 290 social media users aged 25 to 45 in Ho Chi Minh City, Vietnam, who identified a specific green influencer they actively follow on Facebook. We tested the proposed model using partial least squares structural equation modeling in SmartPLS 4.

Findings – Physical and social attractiveness operate through distinct, specialized pathways rather than interchangeably, with social attractiveness the dominant route to the parasocial bond via attitude homophily. This bond, in turn, significantly predicts followers' we-intentions toward the wider follower community. All hypothesized direct, mediation, and downstream relationships were statistically significant.

Research limitations – The cross-sectional, single-platform, single-city design limits generalizability, and the two-item we-intentions measure only partially captures inter-member tribal dynamics; future research could incorporate community-level constructs or netnographic methods.

Originality/value – This study extends Tribal Theory to green influencer marketing by decomposing attractiveness into physical and social tribal markers and positioning content value and consciousness of kind as parallel mechanisms linking these markers to tribal bonding and, novelly, collective we-intentions, extending recent Vietnam-based parasocial-relationship research to an underexplored demographic and theoretical lens.

Keywords: green influencer attractiveness, parasocial relationships, Physical and social attractiveness, tribal theory, we-intentions

Socio-Economic and Demographic Analysis of Dhangadhi Sub-Metropolitan City, Nepal: Profile for Development Planning

| Sahas Bhandari

kathmandu University

Abstract

Background – Municipal profiles are typically only created at city-wide level in Nepal, and do not provide information on intra-city variations. It is important that aggregate data do not mask pockets of deprivation and that ward level variation is catered for in development planning. Granular data help municipalities identify the infrastructure that needs to be built and design inclusive policies to address intra-city inequality.

Purpose – This paper re-analyses the socio-economic disparities in Dhangadhi Sub-Metropolitan City at ward level in 2019 to find out where they are concentrated and clustered.

Design/methodology/approach – Secondary data were used to analyze 12 socio-economic indicators at ward level based on 2019 household survey conducted in Dhangadhi (31,852 households). The unit of analysis was wards. Descriptive statistics were computed, and each ward's value presented as deviation from the city-wide mean. Disparity clusters were created manually based on the directions of the deviations that were observed in two or more indicators in the same ward, excluding the use of spatial algorithms.

Findings – The total population grew by 20% from the 2011 Census, but there was an uneven distribution of population across the wards. Two disparity clusters emerged: Cluster 1 had high unemployment rates (13.7%) and undocumented agricultural land use (63%), while Cluster 2 had high proportion of disabilities (3.9%) and low proportion of disability identity cards (25%), and the latter cluster was more likely to affect women.

Research limitations – The study is based on one secondary source of data from which the sampling process could not be reproduced. Also, the indicators of livelihoods may not be current as per pre-COVID-19 data of 2019.

Originality/value – It shows that the existing municipal profiling data that is currently being collected under the mandate of the Federation of Nepal can be easily utilized at full granularity to inform policy at the ward level and is easily replicable for other municipalities in Nepal.

Keywords: municipal profiling, ward-level disparity, land tenure, disability inclusion, Nepal

Track: Tourism and Hospitality

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

Tourist Experience Dimensions and Their Relationship with Overall Satisfaction at the Mall of Asia, Philippines

| Abdulrahman L. Bañas¹, Vaness Ishi U. Domingo², Heart Anjelique P. Naquita³, Gabriel M. Orpiada⁴, Margareth D. Solayao⁵, Rovenia I. Dellova⁶

^{1,2,3,4,5,6}Lyceum of the Philippines University

Abstract

Background – Shopping tourism is one of the most dynamic sectors of the tourism industry, especially in the case of destinations where shopping is combined with leisure, entertainment and eating. Tourists are inspired by their journey and curiosity towards meaningful activities, cravings, encounters or pleasures.

Purpose – This study aimed to gauge the relationship between tourists' experience dimensions on the overall satisfaction in the Mall of Asia, Philippines. In particular, it measured their perceived satisfaction during shopping, leisure activities and entertainment, and their dining experience as well as their satisfaction based on overall satisfaction, return tendency and likelihood to recommend.

Design/methodology/approach – This quantitative descriptive-correlational study gathered 400 tourists who were aged 18 years and above through convenience sampling. The adapted instrument utilized a validated 4-point Likert scale, both online and in print. Cronbach's alpha values were 0.968 for shopping, 0.947 for leisure activities, 0.940 for entertainment, 0.964 for dining and 0.966 for tourist satisfaction resulting in excellent reliability.

Findings – The findings revealed that tourists generally had positive ratings in all areas of service with the highest grand mean for dining (3.56), leisure activities (3.47), and shopping and entertainment (3.43). Tourist satisfaction was also high with an overall satisfaction score of 3.60, a recommendation score of 3.54 and a willingness to revisit score of 3.33. Some variables were found to be significantly different when categorized by age, nationality and purpose of visit, and they were found to be significantly positively correlated with satisfaction measures with Spearman rank correlation.

Research limitations – The study's cross-sectional design, convenience sampling, and single-site location may limit the findings' generalizability and their capacity to capture travelers' perceptions and satisfaction across various locations, demographics, and time periods.

Originality/value – Tourists' revisit intention remains unexplored. Thus, this study explores four key experiences of tourist experience, such as shopping, leisure activities, dining, and entertainment, and identifies their relationship with tourists' overall satisfaction. This contributes to the literature by exploring the tourist experience and their satisfaction in the Mall of Asia, an emerging destination for shopping malls in the Philippines.

Keywords: tourist experience, overall satisfaction, Mall of Asia, shopping tourism, Philippines

Sustaining Service Quality in Developing Cities: A Phenomenological Study of Restaurant Owners in Northern Mindanao, Philippines

| Fe A. Cabanday¹, Jimmar Lennon E. Estrosas²

^{1,2}University of Northwestern Mindanao

Abstract

Background – Service quality remains an ongoing challenge for restaurants operating in developing cities, where resource constraints, workforce instability, and evolving customer expectations complicate efforts to sustain consistent standards. In the Philippine context, much of the existing service quality literature centers on customer-side metrics or metropolitan settings, leaving the lived experiences of restaurant owners in provincial and developing-city contexts largely unexamined.

Purpose – This qualitative study examined the difficulties restaurant owners face in sustaining service quality in developing cities in Northern Mindanao, Philippines.

Design/methodology/approach – Using a phenomenological research design, the study conducted individual, in-depth interviews with 10 restaurant owners selected through purposive sampling. Interview transcripts underwent thematic analysis to identify recurring patterns in owners' experiences.

Findings – Thematic analysis yielded three major themes. First, operational challenges and adaptation encompassed customer attitudes, food quality complaints, service delays, management challenges, and human resource concerns. Second, business strategies and marketing included affordable pricing, online presence and ordering, service recovery, and product innovation. Third, staff support and operational resilience covered workforce expansion, turnover risk awareness, and navigating competition. Overall, service quality in developing-city restaurants appears sustained not by eliminating difficulties but by owners' continuous, pragmatic adaptation to them. The study suggests that structured service recovery practices, sustained digital marketing engagement, and fair employee treatment serve as anchors of quality sustainability, while local government units may consider support mechanisms for small foodservice enterprises.

Research limitations – The study is limited by its small, purposively sampled group of 10 owners within a specific regional context, which limits generalizability; findings reflect owner perspectives only and were not triangulated with customer or employee accounts, and the cross-sectional design does not capture how strategies evolve over time.

Originality/value – By centering the lived experiences of restaurant owners rather than customer-side metrics, this study contributes context-specific, owner-perspective evidence to service quality literature that has largely neglected developing-city and provincial settings.

Keywords: Service quality, restaurant owners, developing cities, foodservice, qualitative research

Impact of Green Supply Chain Practices on Hotel Customer Satisfaction: An Importance–Performance Matrix Approach in Ho Chi Minh City

| Thu-Hang Le¹, Luc Phan Tan², Quang-Thang Le³

¹Eastern International University, ²University of Economics Ho Chi Minh City, ³International University-Vietnam National University Ho Chi Minh City

Abstract

Background – Hotels' environmental footprint has accelerated adoption of Green Supply Chain Management (GSCM) practices, yet little evidence shows how specific practices relate to customer satisfaction (CS), or which practices merit priority, in Ho Chi Minh City's fast-growing but unevenly sustainable hotel sector.

Purpose – This study estimates the association between seven GSCM dimensions: purchasing green products (PGP), green service processes (GSP), product management during use (PMU), product lifecycle (PLC), recycling (REC), pollution control (PC), and environmental management systems (EMS) and CS, and ranks them for managerial action.

Design/methodology/approach – Cross-sectional survey data were collected from 307 recent guests of Ho Chi Minh City hotels. Twenty-eight five-point Likert items (25 GSCM, three CS) were adapted from Xu and Gursoy (2015) and Han et al. (2011). Measurement quality was satisfactory (loadings 0.719–0.931; α 0.839–0.938; CR 0.892–0.955; AVE 0.675–0.842), and discriminant validity was established (HTMT 0.101–0.624, all below 0.90). Harman's single-factor test (34.8%) indicated no dominant common method bias. PLS-SEM (SmartPLS, 5,000 bootstrap resamples) was followed by Importance–Performance Map Analysis (IPMA).

Findings – All seven practices were positively and significantly associated with CS ($p < 0.001$): GSP ($\beta = 0.262$), REC ($\beta = 0.247$), EMS ($\beta = 0.246$), PLC ($\beta = 0.232$), PGP ($\beta = 0.193$), PC ($\beta = 0.178$), and PMU ($\beta = 0.145$); $R^2 = 0.866$, $Q^2 = 0.673$. IPMA ranked PLC (0.187) and EMS (0.185) highest in importance and PGP (0.112) and PC (0.124) lowest, indicating that practices guests can neither observe nor verify return least while EMS carries weight precisely because certification renders an operational system visible.

Research limitations – Both GSCM practices and CS were measured through guest perception at a single point in time, so the study captures perceived rather than audited green practice and cannot support causal claims. Convenience sampling constrains generalisability, and hotel category, price tier, and prior awareness of green certification were not controlled.

Originality/value – The contribution is an IPMA-based prioritisation of GSCM practices against a customer outcome, rarely applied in hospitality. Framed through signalling rather than adoption-focused institutional logic, the results indicate that a practice's observability and credibility, not its environmental magnitude, condition its satisfaction return.

Keywords: Green Supply Chain Management Practices, Customer Satisfaction, Sustainable Hotel, Importance–Performance Matrix Approach, Ho Chi Minh City

CLOSING SPEECH

Excellencies, Distinguished Speakers, Presenters, Attendees, Ladies and Gentlemen,

It is my great honor and pleasure to deliver the closing remarks for the 10th International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (10th IBEMS). This remarkable conference has been organized by Research Synergy Foundation and the Department of Management, Faculty of Economics and Business, Universitas Airlangga. Co-Hosted by University of Economics Ho Chi Minh City (UEH).

It is my great honor and pleasure to deliver the closing remarks for the 10th International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (10th IBEMS). This remarkable conference has been organized with the support of our dedicated global academic community and partners.

The organizing committee would like to express its deepest gratitude for the active engagement, enthusiasm, and valuable participation of everyone throughout this conference. All sessions conducted during this conference have been carried out smoothly, enriched with insightful presentations, constructive discussions, and meaningful academic exchange among presenters, session chairs, participants, and committee members.

This year's conference theme, "Building Share Futures; Bridging Business, Economy, Management," alongside our focus on responding to current challenges and opportunities in fostering interdisciplinary innovation, sustainable development, digital transformation, and organizational resilience in an increasingly interconnected world, has reminded us that global resilience requires continuous innovation and cross-disciplinary collaboration. The diverse research contributions presented across Business Economics, Management, Social Studies, Psychology, Circular Economy, Human Resource Development, Organization Development, Tourism and Hospitality, Islamic Studies, Sustainability Studies, Entrepreneurship, Education, Risk Management, Law, Humanities, Halal Studies, and Behavioural Studies have demonstrated the importance of bridging these fields to address today's complex global challenges and opportunities.

The knowledge-sharing and academic dialogues we witnessed throughout this conference reflect our shared commitment to advancing research that is not only academically relevant but also socially meaningful. We believe that the ideas exchanged during this conference will inspire further studies, strengthen professional networks, and encourage future collaborations among researchers, institutions, practitioners, and communities across countries.

Thank you once again for your participation, commitment, and support. We look forward to welcoming you again in our future conferences and continuing this meaningful journey of academic collaboration.

***Dr. Yetty Dwi Lestari, S.E., M.T.
Head of Dept. Management, Faculty of Economics and Business, Universitas Airlangga
Conference Chair of 10th IBEMS***

Future Events

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science

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

ICSRD-26

3rd International Conference on Sustainable Research and Development (ICSRD-26)

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

Virtual Conference - October 7-8, 2026

ICCDM 2026

2nd International Conference on Communication and Digital Multimedia (ICCDM 2026)

<https://iccdm-mmtc.com/>

Virtual Conference - October 21, 2026

7th MESS

7th International Conference on Management, Education, and Social Science

<https://messconference.com/>

Bangkok, Thailand - November 3, 2026

2nd ICBAS

2nd International Conference on Business and Administrative Sciences Research

<https://icbasconference.com/>

Virtual Conference – November 25, 2026

IHSATEC 2026: 19th HASIB

The International Halal Science and Technology Conference 2026 (IHSATEC): 19th Halal Science Industry and Business (HASIB)

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

Bangkok, Thailand – December 2-3, 2026

JICRISD 2026

Jakarta International Conference on Research, Innovation, and Sustainable Development 2026

<https://jicrisd.com/>

Virtual Conference – December 8, 2026

Supported by :



**SCHOLAR
VEIN**
by research synergy



**REVIEWER
TRACK**
by research synergy



**RESEARCH
SYNERGY
INSTITUTE**



**RESEARCH
SYNERGY
PRESS**



**GLOBAL RESEARCH
COMMUNITY**
by research synergy

F1000Research
Open for Science