



People
Innovation
Excellence



FOSTERING & EMPOWERING Sustainable Business Environments

28 November - 9 December 2022

bbs.binus.ac.id

Welcome, invited Professors and all Binus Business School stakeholders!

On behalf of the school, I would like to welcome the Professors to **The International Lecture Week 2022**. I am delighted that the 4th International Lecture Week (ILW) will be conducted both online and onsite at Binus University. We welcome our professors from ten different nations, from USA, UK, Germany, France, Poland, Korea, Australia, Malaysia, and Taiwan, to share their knowledge, research, and experiences with our students and faculty. With a series of events for all BINUSIAN (students, lecturers, staff, alumni), this event is intended to provide you with international experiences and conversations that are idea-focused on a wide range of subjects to foster learning, inspiration, and wonder.

Our theme for this year's International Lecture Week is "**Fostering and Empowering Sustainable Business Environments**". Sustainability is currently a substantial issue to be addressed in a business environment, which also affects academicians to promote such activities. Binus Business School has been one of the leading institutions to foster an entrepreneurial environment and empower stakeholders to support business sustainability within its graduates, students, and society. I hope this event can share insightful sessions related to the above theme.

Enjoy the event, and have a great discussion.

Dezie L Warganegara, PhD
Binus Business School Director



Welcome to the 4th International Lecture Week, held from November 28th – December 9th, 2022. In this ILW event, we extend into 2-week various discussions of public lectures, guest lectures, research forums and collaboration, and PhD colloquium. With interesting and up-to-date topics on business sustainability and digital transformation, we invite more than all Binus Business School and Binus University students, faculty, alumni and stakeholders from BBS campuses, Kemanggisan, Senayan, Alam Sutera, Bekasi, Bandung, Malang, Semarang and Blended Learning.

For this year's ILW, we invite professors from 10 different nations with various expertise to enhance constructive discussion among faculty, students, and BBS stakeholders. We hope that this event brings sheered knowledge, experience, and collaboration. Enjoy the event!

Dr. Marko S Hermawan, CA, CPMA, ACPA
Chairman



PUBLIC SESSION

FACULTY NAME	TOPIC	VENUE	THU, 1 DEC	FRI, 2 DEC	MON, 5 DEC	FRI, 9 DEC
Kevin Kok-Yew Tan <i>National University of Singapore</i>	Crisis-proofing Organisations - A Pracademic's View on Crisis Communications	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 310 Jl. Hang Lekir 1 No.6, Senayan, Jakarta & Online by Zoom		09.30-11.00 WIB Hybrid		
Dr. Kathrin Jaszus <i>Senior Lecturer at Trier University of Applied Sciences, Germany</i>	Improving destination management through neuromarketing	BINUS @Malang, Araya Mansion No. 8 - 22, Tirtomoyo, Malang & Online by Zoom		14.00-16.00 WIB Hybrid		
Piotr Sieradzan, PhD , CFA <i>Kozminski Unversity, Poland</i>	European and Worldwide consequences of current situation in Eastern Europe"; An analysis from European Economic and Geopolitical Perspective"	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 310 Jl. Hang Lekir 1 No.6, Senayan, Jakarta & Online by Zoom		16.00-18.00 WIB Hybrid		
Professor Shuo-Yan Chou <i>Distinguished Professor, Department of Industrial Management, National Taiwan University of Science and Technology, Taiwan</i>	Data-driven Smart Services	Online by Zoom			16.00-18.00 WIB	
Professor Crawford Spence <i>Professor of Accounting and Co-Director of the FinWork Futures Research Centre at King's Business School, King's College, UK</i>	Inertia and Stasis in Financial Markets	Online by Zoom	19.00-21.00 WIB			
Dr. Finn Majlergaard <i>Founder and CEO of Gugin, France</i>	Quiet Quitting in Human Resources Management	Online by Zoom				19.00-21.00 WIB

GUEST LECTURE

FACULTY NAME	TOPIC	VENUE	MON, 28 NOV	WED, 30 NOV	THU, 1 DEC	FRI, 2 DEC	MON, 5 DEC	THU, 8 DEC
Dr. Marcus Craig Rodriqs <i>Senior Lecturer at Newcastle Business School, University of Newcastle, Australia</i>	Leadership & Ethics	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 310 Jl. Hang Lekir 1 No.6, Senayan, Jakarta	13:30-15:00 WIB					
Kevin Kok-Yew Tan <i>National University of Singapore</i>	Strategic Corporate Communication in a Post-pandemic Environment	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 310 Jl. Hang Lekir 1 No.6, Senayan, Jakarta		10:30-12:00 WIB	19:00-21:00 WIB			
Dr. Kathrin Jaszus <i>Senior Lecturer at Trier University of Applied Sciences, Germany</i>	What is Entrepreneurial Marketing and Why Do We Need It?	BINUS @Malang, Araya Mansion No. 8 - 22, Tirtomoyo, Malang & Online by ZOOM				09:00-11:00 WIB Hybrid		
Dr. Andrei Kwok <i>Senior Lecturer at Monash University Malaysia</i>	Rewards as a Strategic Organizational Decision: A Laboratory Experiment	Online by ZOOM				09:00-11:00 WIB		
	Technological and digital innovation in Southeast Asia	Online by ZOOM					09:00-11:00 WIB	
Gilbert M. Tumibay, Ph.D <i>Visiting Professor at Solbridge International School of Business, South Korea</i>	Entrepreneurship Hatchery	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 206-207 Jl. Hang Lekir 1 No.6, Senayan, Jakarta				09:20-11:00 WIB Hybrid		
Asc. Professor Felix Ter Chian Tan <i>Associate Professor of Information Systems at the The University of New South Wales (UNSW) Business School, Australia</i>	Digital Transformation and Entrepreneurship of Asia Pacific	Auditorium BINUS @Alam Sutera, Jl. Jalur Sutera Barat Kav.21, Alam Sutera, Tangerang				14:00-16:00 WIB		
Piotr Sieradzan, PhD , CFA <i>Kozminski University, Poland</i>	Critics and Discontents of Sustainability	BINUS @Bekasi campus, Jl. Lingkar Boulevar Blok WA No.1 Summarecon Bekasi, Bekasi					09:20-11:00 WIB Hybrid	
Professor Tim Lemper <i>Kelley School of Business, Indiana University, USA</i>	Intellectual Property Law and Strategy for Entrepreneurs	BINUS @Alam Sutera - Room A0905, Jl. Jalur Sutera Barat Kav.21, Alam Sutera, Tangerang & Online by ZOOM						11:20-13:00 WIB Hybrid
	The role of intellectual property in entrepreneurship and economic development	BINUS @Alam Sutera - Room A0205, Jl. Jalur Sutera Barat Kav.21, Alam Sutera, Tangerang & Online by ZOOM						13:20-15:00 WIB Hybrid

RESEARCH FORUM

FACULTY NAME	TOPIC	VENUE	WED, 30 NOV	THU, 1 DEC	WED, 7 DEC
Asc. Professor Felix Ter Chian Tan <i>Associate Professor of Information Systems at the The University of New South Wales (UNSW) Business School, Australia</i>	Women Empowerment Project	Online by ZOOM	10:00-12:00 WIB		
Dr. Kathrin Jaszus <i>Senior Lecturer at Trier University of Applied Sciences, Germany</i>	Are Smart Tourist Villages a Chance to Increase the Rural Tourism?	BINUS @Malang, Araya Mansion No. 8 - 22, Tirtomoyo, Malang & Online by ZOOM	15:00-17:00 WIB Hybrid		
Dr. Gilbert M. Tumibay <i>Visiting Professor at Solbridge International School of Business, South Korea</i>	API-enabled Enterprise Information Systems: The Smart Choice for Managers	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 206-207 Jl. Hang Lekir 1 No.6, Senayan, Jakarta		10:00-12:00 WIB	
Professor Shuo-Yan Chou <i>Distinguished Professor, Department of Industrial Management, National Taiwan University of Science and Technology, Taiwan</i>	Everything 4.0: IOT-enabled Holistic and Personalized Services	Online by ZOOM		13:00-15:00 WIB	
Professor Jo Danbolt <i>Baillie Gifford Chair in Financial Markets, University of Edinburgh Business School, UK.</i>	IPO and First Mover Advantage	Online by ZOOM			15:00-16:30 WIB

PHD COLLOQUIUM

FACULTY NAME	VENUE	TUE, 29 NOV	TUE, 6 DEC
Asc. Professor Felix Ter Chian Tan <i>Associate Professor of Information Systems at the The University of New South Wales (UNSW) Business School, Australia</i>	Online by ZOOM	14.00-15.00 WIB	
Dr. Finn Majlergaard <i>Founder and CEO of Gugin, France</i>	Online by ZOOM	14.00-15.00 WIB	
Piotr Sieradzan, PhD , CFA <i>Kozminski Executive Business School, Poland</i>	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 211 Jl. Hang Lekir 1 No.6, Senayan, Jakarta & Online by ZOOM		15.00-16.30 WIB Hybrid
Professor Jo Danbolt <i>Baillie Gifford Chair in Financial Markets, University of Edinburgh Business School</i>	Online by ZOOM		15.00-16.30 WIB

FACULTY DEVELOPMENT

FACULTY NAME	TOPIC	VENUE	TUE, 29 NOV	WED, 30 NOV
Dr. Marcus Craig Rodrigs <i>Senior Lecturer at Newcastle Business School, University of Newcastle, Australia</i>	CR³; a Blended Learning Model	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 309 Jl. Hang Lekir 1 No.6, Senayan, Jakarta & Online by ZOOM	10:00-11:30 WIB Hybrid	
Dr. Gilbert M. Tumibay <i>Visiting Professor at Solbridge International School of Business, South Korea</i>	Small And Medium Enterprises Development Services (SMEDS)	BINUS @Alam Sutera - Room C406, Jl. Jalur Sutera Barat Kav.21, Alam Sutera, Tangerang & Online by ZOOM		09:30-11:30 WIB Hybrid

EXECUTIVE EDUCATION

FACULTY NAME	TOPIC	VENUE	MON, 5 DEC	SAT, 10 DEC
Piotr Sieradzan, PhD , CFA <i>Kozminski University, Poland</i>	CFA Talkshow - ESG Investing	BINUS @Senayan, The Joseph Wibowo Center (JWC Campus) - Room 306-307 JI. Hang Lekir 1 No.6, Senayan, Jakarta & Online by Zoom	16:00-18:00 WIB Hybrid	
Dr. Finn Majlgaard <i>Founder and CEO of Gugin, France</i>	Current issues in cross cultural & Human Resource Management	Online by Zoom		14:00-16:00 WIB



Dr. Andrei Kwok

*Senior Lecturer at
Monash University Malaysia*

Dr. Andrei Kwok is a Senior Lecturer at the Department of Management, Monash University Malaysia. After 15 years of illustrious R&D engineering and managerial career in Fortune 500 high-technology companies, he discovered his passion for people development. Since his return to academia, he has been awarded the Best Postgraduate Student and completed his Ph.D. under full scholarship with Monash University Malaysia.

Andrei is an interdisciplinary management researcher interested in decision-making behavior (trust and cooperation) and emerging technologies (blockchain, A.I., etc.). In his research, he uses experimental methods to study individual behavior at the micro-level and business innovation at the macro-level. He has published several forward-thinking and impactful articles and also successfully published a monograph as the lead author



Professor Crawford Spence

*Professor of Accounting and Co-Director
of the FinWork Futures Research Centre
at King's Business School, King's College, UK*

Crawford Spence is Professor of Accounting with broader interests in economic sociology. He has published extensively across a range of accounting, organisational and sociology journals. He sits on the editorial boards of Accounting, Organizations and Society, the Accounting, Auditing and Accountability Journal and Contemporary Accounting Research. His research has explored corporate accountability, corporate tax, professional elites and expertise in financial markets. He joined King's in 2017 and has held visiting or permanent appointments in Canada, Japan, Norway, France and Spain.

Along with Alex Preda and Rita Samiolo, Crawford co-directs the FinWork Futures Research Centre at King's, which explores how technological innovation is disrupting financial professions and financial expertise.

Crawford's work has been funded recently by the British Academy, UKRI and he currently holds a Leverhulme Fellowship (2020-2022) to explore 'Audit in the Age of Machines'.



Asc. Professor Felix Ter Chian Tan

*Associate Professor of Information Systems
at the The University of New South Wales
(UNSW) Business School, Australia*

Dr. Tan is an Associate Professor of Information Systems at the University of New South Wales (UNSW) Business School. His research interests include Digital Platforms, Information Systems for Good, Sports Digitalization, E-Commerce and Enterprise Systems. He actively examines these interests in the context of Digital Transformation for business and social change. His research work has been published in various academic and practitioner journals such as Information Systems Journal, Information and Management, MISQ Executive, Communications of the AIS, International Journal of Information Management and Australasian Journal of Information Systems (Google Scholar). Dr Tan is presently serving as Associate Editor of Information Systems Journal (ABDC A*, Basket of 8) and Information and Management (ABDC A*). Dr Tan is presently serving as the Association of Information Systems Region 3 (Asia-Pacific) Diversity and Inclusion Taskforce representative. Dr Tan is presently serving on the SAP Academic Alliance Board (Asia-Pacific and Japan). Dr Tan is the founder of UNOVA, a transdisciplinary research and development lab at UNSW.



Professor Tim Lemper

*Kelley School of Business,
Indiana University, USA*

Professor Lemper teaches in Kelley's undergraduate, full-time MBA, and Kelley Direct MBA programs, as well as Kelley's partner MBA program at Sungkyunkwan University (SKK) in Seoul, South Korea. He has also taught courses for the Media School, the Cybersecurity Risk Management program, and the Wells Scholars program at IU.

Prof. Lemper serves as Kelley's Faculty Liaison for Undergraduate Student Engagement, having previously served nearly a decade as chairperson of Kelley's Academic Fairness Committee. He is also Director of the Legal Advising Forum at the Johnson Center for Entrepreneurship & Innovation, and is affiliated with the Center for Intellectual Property Research at IU's Maurer School of Law.

Prof. Lemper's teaching and research focus on the law of unfair competition, intellectual property law, marketing law, First Amendment and constitutional Law, and media law. In 2012, Congress passed and President Obama signed Public Law 112-190 to amend the federal trademark dilution statute in direct response to Prof. Lemper's research. He is a co-author of a business law textbook.

Prof. Lemper has a Juris Doctorate from Harvard Law School, a Master of Science degree in Public Administration & Public Policy from the London School of Economics & Political Science, and Bachelor degrees in Political Science, History, and English from Indiana University, where he also completed the Liberal Arts & Management Program. He is a former Harry S. Truman Scholar and Herman B Wells Scholar, and currently serves as chairperson of IU's Nominating Committee for the Rhodes, Marshall, Mitchell, and Churchill Scholarships.

Professor Lemper has a broad range of professional experience, including practicing as an intellectual property and First Amendment litigator, serving as a staff assistant to U.S. Senator Richard Lugar, working as a consultant to the Air Staff for the United States Air Force at the Pentagon, interning in the British House of Commons, and participating in several businesses and non-profit organizations.



Dr. Finn Majlergaard

Founder and CEO of Gugin, France

Dr. Majlergaard combines a strong academic background with 35 years of commercial and management consulting experience and 20 years of teaching and facilitation for leaders across the globe. He also teaches and facilitates MBA, DBA, eMBA and executive programs.

Dr. Majlergaard is the CEO of Gugin, helping entrepreneurs and companies around the world to become more successful internationally. He founded Gugin in 2001, and he has worked with more than 600 companies and entrepreneurs around the world, helping them become better at leveraging opportunities and mitigating the risks of a globalized world.

He is also an Author, Keynote Speaker, Board Member, and Entrepreneur, and he teaches at several universities and business schools around the world on global leadership, cross-cultural leadership, innovation, and entrepreneurship.



Gilbert M. Tumibay, Ph.D

*Visiting Professor at Solbridge International
School of Business, South Korea*

Dr. Gilbert M. Tumibay is a graduate of Masters of Science in Information Technology and Doctor of Philosophy in Information Technology at Hannam University, South Korea. He is currently working as a Visiting Professor at Solbridge International School of Business of Woosong University in Daejeon City, South Korea. He was a former Dean of the Wesleyan University-Philippines and the Angeles University Foundation. He is also a former President for Philippine Operations of ToroCloud, a software development company in Clarkfield, Pampanga. Currently, he is a member of the Commission on Information Technology Education and an active accreditor of the Philippine Accrediting Association of Schools, Colleges and Universities. He is also one of the board members of the Philippine Society of Information Technology Educators National organization.



Professor Jo Danbolt

*Baillie Gifford Chair in Financial Markets,
University of Edinburgh Business School, UK*

Professor Jo Danbolt joined the University of Edinburgh Business School in 2012. He holds the Baillie Gifford Chair in Financial Markets. He is a qualified Siviløkonom (a Norwegian business qualification), and he holds a BA (Hons) in Business Organisation and a PhD in Finance, both from Heriot-Watt University, Edinburgh. Prior to joining the University of Edinburgh. Professor Danbolt worked as Professor of Finance at the University of Glasgow Adam Smith Business School, where he was also Deputy Head of School and Head of Accounting & Finance. He has also previously worked as a lecturer at Heriot-Watt University. Jo's teaching experience spans undergraduate, postgraduate and executive education, and he has taught in the UK, the Netherlands and Greece. He teaches mainly in the areas of mergers & acquisitions and corporate finance, although he has also taught a wide range of other finance subjects.



Dr. Kathrin Jaszus

*Senior Lecturer at Trier University
of Applied Sciences, Germany*

Dr. Kathrin Jaszus received her Doctoral Degree from University of Trier in 2018 and currently works at Trier University of Applied Sciences. She is Senior lecturer (civil servant) in International Business and Chosen focus areas: Tourism, Intercultural Management. For International Activities, She is Responsible for the coordination of a total of 25 partner universities in Spain, Mexico, Chile, Ecuador, Colombia and Vietnam, ERASMUS-lecturer mobility at the ESIC-Business-School in Madrid, the Universidad Europea in Valencia as well as the Universidad de Cádiz, Participation in fairs and International Weeks in Santiago de Chile, México D.F. and Hanoi (ERASMUS+ Networking Forum), and Extensive knowledge in DAAD third-party funding applications since 2010.



Kevin Kok-Yew Tan

National University of Singapore

Kevin has 20 years of experience working within and across the civil service in Singapore, and academic achievements in both business administration and strategic communications fields. Having held leadership positions across the roles he had, Kevin built and led teams to cover areas across operations, media relations, HR management and development, team and personal development, change and crisis management, and training.

Apart from receiving a scholarship from the Singapore government for his undergraduate studies, Kevin also graduated with a Master in Mass Communication from Wee Kim Wee School of Communication and Information (Nanyang Technological University), and is currently on the professional doctorate programme at Lee Kong Chian School of Business in Singapore Management University. Kevin is currently Director at Fine Work Service Enterprise and Riva Pte Ltd, and CEO of Socium Consultancy, a digital corporate communications consultancy in Singapore.

Apart from his PhD research on strategic crisis management, Kevin is a sessional lecturer at the National University of Singapore, and enjoys dabbling with digital and technological developments - something he started since his Bachelor in Business (Information Technology) days.



Dr. Marcus Craig Rodrigs

*Senior Lecturer at Newcastle Business School,
University of Newcastle, Australia*

Dr Marcus Rodrigs currently works at the The University of Newcastle, Australia in the Discipline of Accounting and Finance. Marcus does research in Educational Technology, Corporate Governance, and Accounting. He has developed his own model of 'blended learning in accounting: CR3' that has been adapted by other disciplines across Universities. He is interested in joint teaching and research projects and is a globetrotter. He has over 28 years work experience (academic as well as in consulting). During his consulting work, his industry clients included banking and investment, software development, academia, power generation, electronics, government, research, retail and not-for-profit organizations.

After his move from consulting to academia, his passion for accounting has earned him recognition among his students and colleagues in Australia and abroad.



Piotr Sieradzan, PhD , CFA

Kozminski University, Poland

Piotr Sieradzan is a Finance & investment practitioner and entrepreneur with over 20 years of experience in the financial industry, especially in the management of assets in Central and Eastern Europe and investment companies' management. Part-time lecturer at Kozminski University, Warsaw. In his career, he managed mutual funds, pension funds with assets over 1 bln USD, an investment bank, and a brokerage house. As a shareholder, CEO and CIO run Everest Investment Management S.A. a boutique asset management company. Piotr Sieradzan graduated from Warsaw University (Faculty of Law and Administration) and Warsaw School of Economics (Faculty of Banking and Finance) and received his PhD in Economics from Warsaw School of Economics. A CFA Charterholder since 2004 and Licensed Investment Adviser since 2002. Vice President of CFA Society Poland, Member of Capital Markets Policy Council and EU Standards Advocacy Advisory Committee CFA Institute.



Professor Shuo-Yan Chou

*Distinguished Professor,
Department of Industrial Management,
National Taiwan University of Science
and Technology, Taiwan*

Dr. Chou received his BBA in industrial management from National Cheng-Kung University, Taiwan in 1983, his MS and PhD in industrial and operations engineering from the University of Michigan in 1987 and 1992.

Shuo-Yan Chou is a distinguished professor of industrial management and the director of the Centre for Internet of Things Innovation (CITI) at National Taiwan University of Science and Technology (NTUST). His research interests include, in addition to IOT-enabled services, technology-enabled services, intelligent system modelling and application, supply chain management, and geometric algorithms. Besides fostering a broad spectrum of academic and industry R&D projects under CITI, Dr. Chou also hosts an NSC-funded IOT University Industry Consortium and engages in many international cooperative activities.

Dr. Chou has served as the dean of international affairs at NTUST, the national coordinator of the European Union Framework Programme National Contact Point Taiwan Office and the editor-in-chief of the Journal of Chinese Institute of Industrial Engineers published by Taylor and Francis as well as being a visiting scholar at Peking University (China), Nagoya University (Japan), Hong Kong University of Science and Technology and University of Washington (USA). He has also served as the general chair for CE2009, 2010 INFORMS Service Science Conference, MCP AP2010, and CE2014 and as the organizer of more than 25 major international events locally or internationally.

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BINUS @Senayan

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BINUS @Semarang

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