ICOPE 2024
BINUS BUSINESS SCHOOL

The 4th International Conference on Organizational Performance Excellence

Ecosystem, Innovation, and Excellence in Enhancing Organizational Resilience and Agility for Sustainability

Conference Proceedings

8 November 2024
Bina Nusantara University
Semarang, Central Java, Indonesia

iCOPE

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WELCOMING REMARK
General Chair of iCOPE 2024
November 8th, 2024
Bina Nusantara University, Semarang, Indonesia

Good morning, ladies and gentlemen,

Good morning, ladies and gentlemen,

We also welcome the Honorable Prof. Vikas Kumar, Prof. Sani Muhamad Isa, and Mrs. Titi Agustina as our keynote speakers today.

And to the honorable,

Mrs. Dr. Nelly, Rector of Binus University
Mr. Dr. Fredy Purnomo, S.Kom., M.Kom., Campus Director of Binus Semarang

It's a true honor to welcome you all to this international conference on Organizational Performance Excellence. This is a gathering of great minds, dedicated to exploring the future of high-performing organizations. Today, we're here not only to discuss excellence but also to think about what lies ahead as we prepare for Industry 5.0.

106 papers were initially submitted for this conference. After a rigorous review process, 64 papers were rejected and 3 papers were withdrawn, resulting in the 39 papers from 6 countries which we are going to discuss today.

While many of us have been working hard to adapt to the changes of Industry 4.0 – using technologies like AI, robotics, and big data – a new wave is coming. Industry 5.0 is on the horizon. This next era will be about combining advanced technology with a deeper focus on human creativity, well-being, and sustainability. It's about bringing the best of human capabilities and technology together in a way that serves society, not just business.

What does Industry 5.0 mean for organizational performance? First, it means that excellence will go beyond efficiency. Organizations will be challenged to become more human-centered. Instead of focusing only on productivity and speed, we'll need to think about how our work can benefit employees, communities, and the environment. Performance excellence in Industry 5.0 will mean creating value for all stakeholders, not just shareholders.

Another key point is that human creativity will be at the heart of Industry 5.0. While machines and AI can perform many tasks, only humans bring creativity, empathy, and values to work. Organizations that can tap into the unique strengths of their people will lead in this new era.

This requires a culture that inspires employees, gives them space to innovate, and values their contributions. Our role as leaders will be to create environments where people can collaborate with technology in meaningful ways.

In preparing for Industry 5.0, we must also consider sustainability. This future will demand that we look at the long-term impact of our actions. Organizations aiming for excellence will need to prioritize sustainable practices that protect resources and support healthy communities. Industry 5.0 calls on us to create value in a way that respects our planet and ensures a future for the next generation.

As we gather here today, let's discuss how we can evolve our organizations to be ready for these new demands. Let's explore what it will take to achieve excellence in a world where technology and humanity work side by side. Our discussions will help us set a new path forward—one that truly balances technological progress with human values.

Thank you all for being here. I look forward to a productive and inspiring conference together as we prepare for this exciting new era.

Thank you.

Prof. Dr. Dra. Ngatindriatun, MP
General Chair of iCOPE 2024

WELCOMING REMARK
Vice Rector – Research and Technology Transfer of Binus University
November 8th, 2024
Bina Nusantara University, Semarang, Indonesia

To the honorable,

Dr. Nelly, Rector of Binus University

Prof. Vikas Kumar, University of the West of England, UK

Mr. Harry Nuryanto Soediro, Chariman of Central Java KADIN

Prof. Sani Muhamad Isa, Head of Master of Computer Science Study Program, BINUS Graduate Program

Distinguished guests, ladies and gentlemen,

It is my great pleasure to welcome you to the 4th International Conference on Organizational Performance Excellence (ICOPE 2024), hosted by Binus Business School.

We are gathered here at the BINUS University Semarang Campus on this auspicious day, November 8, 2024, to explore and discuss the theme of this year's conference: "Ecosystem, Innovation, and Excellence in Enhancing Organizational Resilience and Agility for Sustainability."

In today's rapidly changing world, the ability of organizations to adapt and thrive is more crucial than ever. Our theme reflects the need for a holistic approach that combines ecosystem thinking, innovative practices, and a commitment to excellence to build resilient and agile organizations that can sustain themselves in the long term.

As we convene at ICOPE 2024, it is essential to recognize the transformative role that Artificial Intelligence (AI) and digital technologies play in shaping resilient and agile organizations. In the era of rapid technological advancement, AI has become a cornerstone of modern organizational strategy, enabling smarter decision-making, personalized customer experiences, and enhanced operational efficiencies. These innovations not only improve immediate performance but also foster an adaptable culture that allows organizations to swiftly respond to market shifts and unforeseen challenges, making them better equipped for sustainability.

Moreover, as we discuss ecosystem thinking, let us also consider how AI can strengthen our collaborative efforts within these ecosystems. AI-powered tools can facilitate seamless communication and data sharing across diverse stakeholders, promoting synergies that drive innovation and mutual growth. By harnessing the power of AI in these collaborative networks, organizations can contribute to an ecosystem that is not only sustainable but also capable of

generating continuous improvement and resilience across industries. Together, let us explore how these advancements can support our shared vision of organizational excellence and sustainable impact.

On this occasion, I would also like to extend my heartfelt congratulations to the General Chairs of ICOPE 2024, Prof. Dr. Dra. Ngatindriatun, M.P. and

Dr. Haryadi Sarjono. Your leadership and dedication in bringing together scholars, industry professionals, and policymakers to discuss and shape the future of Organizational Performance Excellence is truly commendable. This conference is a testament to your commitment to advancing research and innovation in this field.

I am confident that the discussions and exchanges of ideas during this conference will inspire us all to push the boundaries of what is possible in our organizations. Let us take this opportunity to learn from each other and collaborate towards a sustainable future.

Thank you, and I wish you all a fruitful and engaging conference.

Prof. Dr. Juneman Abraham, S.Psi., M.Si.
Vice Rector – Research and Technology Transfer Binus University

WELCOMING REMARK
Binus @Semarang Campus Director
November 8th, 2024
Bina Nusantara University, Semarang, Indonesia

Good morning, everyone. We are at a fascinating juncture in the history of artificial intelligence, where we are moving from foundational developments to what many are calling the 'next generation' of AI. This next phase is characterized by technologies that are not only more capable but also more adaptable, intuitive, and accessible across various sectors.

We are beginning to see AI that can learn from minimal input, anticipate user needs, and evolve continuously, creating possibilities that were once relegated to the realm of science fiction. Imagine AI systems that do not merely follow commands but actively collaborate with humans in real time to solve complex problems and drive innovation.

However, with this power, we face new ethical and societal challenges. The evolution of AI raises questions about dependency, security, and the potential loss of certain human skills. There are also considerations around job displacement and the ethical use of AI, especially as it gains more autonomy.

Today, I will discuss the opportunities and responsibilities that come with this next generation of AI. I hope to engage you in thinking critically about how we can leverage these advancements responsibly to ensure that AI serves as a force for good, enhancing human potential rather than overshadowing it. Thank you.

Dr. Fredy Purnomo, S.Kom., M.Kom.
Binus @Semarang Campus Director

WELCOMING REMARK
Dean of Binus Business School Undergraduate Programs
November 8th, 2024
Bina Nusantara University, Semarang, Indonesia

Assalamualaikum warahmatullahi wabarakatuh,

Peace and blessings be upon us all.

Her Excellency the Chancellor of Binus University, Mrs. Dr. Nely,

Vice Rector of Research and Technology Transfer Prof. Dr. Juneman Abraham, S.Psi., M.Si

Honorable Director of the Semarang Campus, Mr. Freddy Purnomo, which at this event was represented by Deputy Campus Director BINUS Semarang, Dr. Bambang Dwi Wijanarko, S.Si., M.Kom.

Honorable Keynote Speaker, Prof. Vikas Kumar from Birmingham City University, UK,

Honorable Mr. Harry Noeryanto Sudiro, Chairman of the Central Java Chamber of Commerce, Semarang, represented by Mrs Titi Agustina, Vice Chairman of Education and Culture Central Java Chamber of Commerce,

Honorable Prof. Sani Muhammad Isa, Head of the Master of Computer Science Program, Binus University,

And please allow to express my gratitude to Prof. Dr. Dra. Ngatindriatun, M.P., as the conference chair, including Dr. Haryadi Sardjono, as Team leader, Prof. Bachtiar Simamora as Technical Chair, and all ICOPE 2024 team members who have made this conference possible. distinguished guests, and industry leaders.

First and foremost, let us express our gratitude to Almighty God for His grace and blessings, which allow us to gather for this very special event.

We meet at a time of extraordinary transformation—a moment defined by the disruptive power of Artificial Intelligence as we transition from Industry 4.0 to Industry 5.0. This shift is not only changing how we operate but is reshaping the very essence of business, leadership, and the role of technology in decision-making.

Information Systems (IS) and Information Technology (IT) were once the cornerstones of productivity. Now, with AI as a disruptive force, we are compelled to rethink how we create, innovate, and lead. AI's influence is profound, reaching across every aspect of business, from operations to strategic planning. It is no longer just a tool for efficiency but a transformative force reshaping how companies operate, optimize processes, and make decisions.

In this new era, AI is not an experimental tool; it is a strategic asset that enhances adaptability and provides a competitive advantage. AI redefines success by shifting performance metrics to emphasize adaptability, precision, and sustainable practices. Achieving these goals requires a balanced partnership between human intelligence and AI-driven insights. Leaders are now challenged to equip their teams not only with technical expertise but also with the cognitive and adaptive skills needed to collaborate effectively with AI.

The key to success lies in fostering human-AI collaboration, where human insights enhance AI's computational power, creating a seamless, high-performance partnership.

Leading in an AI-driven landscape demands a new skill set. Today's leaders must deeply understand AI's capabilities, limitations, and ethical implications. AI is not just another tool to manage; it is a strategic partner capable of elevating an organization's vision and execution. Leadership now extends beyond managing people and processes to understanding and addressing the ethical dimensions of AI.

AI enables us to use resources more efficiently, reduce waste, and build sustainable supply chains. Industry 5.0 highlights the importance of sustainability, urging companies to harness AI's economic benefits while committing to positive environmental impacts. By aligning AI with sustainable goals, we can create business models that are both innovative and responsible.

Enterprise Resource Planning (ERP) has evolved significantly, now integrating AI to enhance real-time decision-making and cross-departmental coordination. AI-powered ERP systems provide insights that enable companies to adapt production processes, respond dynamically to market shifts, and anticipate customer needs with unprecedented accuracy.

Looking to the future, it is evident that skill development in AI will be essential for maintaining a competitive edge. By investing in AI education and fostering a culture of innovation, we empower our workforce to meet the demands of an increasingly AI-driven industry.

In conclusion, this shift from a skilled workforce to an AI-enhanced workforce calls for us all to embrace bold vision, agile leadership, and ethical innovation. At our higher education institution, AI is transforming our approach to learning experiences, performance excellence, sustainability, and expanding perspectives on human potential. Together, we have the opportunity to build an industry, an ecosystem, and a nation that is not only efficient but also empathetic, profitable, and purpose driven.

Let us embrace this new era, fully aware of our roles as leaders, lecturers, researchers, and stewards of technology, innovation, and humanity. Thank you.

Dr. Ir. Hardijanto Saroso, M.MT., M.M.
Dean of Binus Business School Undergraduate Program

KEYNOTE SPEAKERS

Keynote Speaker I
Prof. Dr. Sani Muhamad Isa, S.Si., M.Kom.
(Director of Binus Graduate Program, Binus University)

Topic: The Rise of AI Agents: Transforming Business Operations

AI agents, autonomous software programs equipped to perform complex tasks with AI technologies, are jangling the whole world of business. Differing from their predecessors, like chatbots, which were mostly limited to responding to specific prompts or executing simple tasks, AI agents are productivity-based and capable of executing multi-step tasks on their own. They are able to make decisions, adapt to new information, and assume human-like tasks with very little supervision. They thus constitute a vital virtual workforce for businesses in contemporary times. Eliminating repetitive processes and organizing deep workflows means that human employees turn their attentions toward more strategic and creative functions, benefiting both in efficiency and exploration.

AI agents utilize large language models (LLMs) capabilities to understand and process information effectively. Its functionality goes beyond providing simple answers; they are now applied in various complicated contexts, for instance, workflow automation, customer service, and software development. These developments combine to give the AI agents an edge on interpreting user input better, understanding nuances in directions, and providing tailored solutions. For example, an AI agent would understand a nuanced directive such as 'find me the cheapest flight that arrives in the morning and avoid layovers longer than three hours' and could act on that directive accordingly. This versatility gives these agents valuable applications in a wide variety of business scenarios-such as support for administrative tasks and optimization of operational workflow.

Key Capabilities of AI Agents:

1. Productivity-Driven Design: AI agents are able to perform complex, multi-sequence processes by themselves, such as reserving flights, performing research, or managing a schedule. With their ability to perform several tasks at once and to carry them out efficiently, AI agents can help improve productivity in corporate environments. For instance, an AI agent could arrange meetings across disparate time zones, experience and deal with travel arrangement problems, or even issue reminders, allowing human employees to devote their energies to things that require higher-level input.

2. Autonomous Operation: These agents work in an autonomous manner; all they require is to have been set off or prompted at the requisite stage and then from there they take up the process of decision making, depending on the information that has been made

available to them. They do not require any human intervention at every step, unlike traditional software programs, which demand human intervention for every step. Because of the nature of their autonomous operation, these agents not only lighten the burden of employees but also reduce the chances of manual intervention-related mistakes.

3. Rational Decision-Making: AI Agents are able to dynamically adjust while making informed decisions from user interaction and information from their environment. The AI involves taking in the information received, reviewing the various options or pathways available and then selecting whichever course seems to offer the most appropriate action based on preset goals or experiences learned over time-an ability that allows the agents to address a range of tasks from simple customer inquiries to complex problem-solving scenarios-providing very adaptive tools for businesses promoting operational efficiency.

4. Continuous Learning: Many of the machine learning methods allow AI agents to improve from experience by changing manner of operation and adapting to the environment in time. AI can, by learning from experience, review past interventions, set goals, work out different ways to reach them, and take the necessary steps to improve their performance. Continuous learning makes sure that AI agents can monitor the changes, stay relevant with their operations, and adapts to change business requirements and outside conditions.

5. Goal-Oriented Behaviour: AI agents are programmed to accomplish clear goals and give priority to their actions to achieve such goals sent to them. They can plan tasks, assign resources, and adjust their tactics to influence the routes toward those goals. This goal-oriented behaviour makes AI agents useful in the complex business situations where the implementation of many systems needs to be coordinated and sequenced in order to ensure the best outcome.

Real-World Applications

- Internal Automation: AI agents automate internal processes of businesses by request processing and company data management, resulting in substantial savings for them. They free human employees from work that does not require immense agglomeration of any productivity: clearing spreadsheets for their purposes, case study analysis, and making repetitive admin low-value work with tasks such as data entry, document review, and workflow management finally leading to the strategy of planning and innovation. Such improvement adds operational costs on the pathway to generalized productivity within the organizations.

- Marketing and Sales: They are distinctly changing the ways of lead generation, market analysis, and campaign management by increasing the effectiveness of marketing efforts. Analytic engines in marketing study customer behaviour, segment audience demography, and personalize outreach efforts to ensure marketing messages resonate with the users. Similarly, these agents help sales in nurturing leads by performing follow-ups for them timely, answering customer queries, and guiding prospects down the sales funnel, resulting in complements with a higher closing rate and revenue growth.

- Software Development: The role of software development is aided by AI agents which assist under the umbrella of software coding, manage debugging, help enhance developer productivity-the automation of less creative tasks like generating code snippets based on written descriptions, suggesting quality-improvement methods, identifying bugs, etc., all before they become severe. By managing these mundane sides of development, AI agents empower developers to focus on the more challenging and creative aspects of coding, e.g., developing new functionalities or tuning system design. The interfacing of AI agents and human developers would boost faster and more efficient software development.

- Customer Service: Customer Service: Businesses are utilizing AI agents to offer 24/7 customer support, improving response times and customer satisfaction. AI agents can handle a wide range of customer inquiries, from answering frequently asked questions to troubleshooting technical issues. By providing instant responses and resolving issues efficiently, AI agents enhance the overall customer experience. Additionally, AI agents can escalate more complex issues to human representatives when necessary, ensuring that customers receive the level of support they need.

- Finance: AI agents in finance are providing personalized advice, managing investments, and even helping detect fraudulent activities. They can analyze market trends, assess risk, and execute trades, all while adhering to regulatory requirements. By automating routine financial tasks, such as transaction monitoring and compliance checks, AI agents help financial institutions operate more

efficiently and reduce the risk of human error. Moreover, their ability to analyze large volumes of financial data in real-time allows them to identify potential opportunities and threats, providing valuable insights that can inform decision-making.

Challenges Ahead

Nevertheless, AI agents encounter challenges, including provision of accuracy, flexibility in scalability, and ethical issues surrounding data privacy and transparency. In scenarios where the AI model behaves unexpectedly, especially because of large language models, a big problem occurs with respect to their reliability and credibility adjudging them AI agents suitable for the mission-critical application. Enabling AI agents to produce even more accurate and reliable results forms an ongoing challenge requiring monitoring and adjustment on a regular basis. and refinement.

Scalability is another significant challenge, especially for larger organizations who want to implement AI agents across multiple departments. Scaling the implementation of AI agents provides a considerable set of data management challenges, mainly in ensuring data quality, taking care of data integration from multiple sources, and maintaining data consistency. It is only with effective data governance and infrastructure that deployments can scale, ensuring AI agents work across different business units. Scaling the implementation of AI agents requires robust data management practices, the integration with existing systems, and appropriate change management to ensure workers are ready to perform alongside AI agents.

The ethical dimension will also provide important contributions to the development and deployment of AI agents. These ethical challenges may also help to advance companies' competitive positioning by establishing trustworthiness with customers and stakeholders while emphasizing the business value of ethically developed AI. These issues include data privacy, bias in decision-making, and transparency of processes enabled by AI, in short order must be resolved to build trust and ensure responsible AI agent utilization. Creating ethical guidelines and governance frameworks is crucial for suppressing these challenges so as to allow for responsible AI technology use.

On the contrary, as the technology for AI improves, AI agents will likely convert into highly more intelligent propellers and therefore be ushering innovative efficiency across business landscapes. In what is an ever-evolving milieu for AI guided innovation, efficiency, improved ethics, and constantly chasing accuracy are certainly perspectives about AI agents being brought into business operations as strongly enhancing productivity and achievement of important business results. The ongoing adaptations will witness, even further, the Wiki future coming along with the promise of intelligent automation: a shocking change whereby a willingness for further investment may even be put at odds with how work gets done toward creating opportunities for companies to improve and in turn bloom.

Keynote Speaker II/Industry Speaker
Harry Nuryanto Soediro, S.E., M.M.
Chairman of the Central Java Chamber of Commerce and Industry (Kadin)

Topic: Improving Organizational Performance through Increasing Productivity

In the Era of Globalization, to win the competition in the Global market, Organizations must remain Superior, continue to innovate in development and intervention in organizations / industries to maintain the competitive advantage required by the Market, through Innovation by improving Productive, efficient, effective and quality Organizational Performance.

Economic Growth based on increasing Productivity, Indonesia is ranked 10th out of 17 countries in Asia (source: the conference board in 2023), To be able to compete, the Indonesian Government encourages Productivity Levels through the Productivity Improvement Program through 7 Criteria to be able to compete in the global market, namely:

1. LEADERSHIP
2. STRATEGIC PLANNING
3. FOCUS ON HUMAN RESOURCE DEVELOPMENT
4. FOCUS ON CUSTOMERS MARKET EXPANSION
5. DATA, INFORMATION & ANALYSIS
6. PROCESS MANAGEMENT
7. BUSINESS RESULTS

Ad. 1. Establishing the Vision, Mission and Values of the Organization according to the Business Process, by planning and implementing a Productive Work Climate, assessing the performance of the Organization and adhering to Business Ethics, and collecting means of continuous improvement

Ad. 2. Establishing Strategic Planning for the Long, Medium and Long Term to achieve the Vision, Mission and Values of the Organization, and evaluating the Effectiveness of the Action Plan and always reviewing it

Ad. 3. Recruiting Talent Acquisition & placement according to their Competencies, managing Competent, innovative & creative Human Resource Management, creating Harmonious Industrial Relations and providing protection to the Workforce

Ad. 4. Developing and maintaining access to information and good relations with / with customers and the market, determining customer segmentation based on the Business Plan, handling customer complaints and conducting customer satisfaction surveys and maintaining customer satisfaction.

Ad. 5. Developing and maintaining Information Systems related to Data and Analysis for continuous improvement of the Company's operations and always reviewing it

Ad. 6. Formulate Business Processes, design work processes, Operational control, create innovation procedures, improve performance & work methods and risk management, and Emergency Response

Ad. 7. Conduct evaluations of efficient, effective and quality Production process results and competitiveness, evaluate all Organizational activities starting from customer satisfaction, workforce, Conducive Business Climate, Company Management Accountability, CSR and evaluation of financial performance and Productivity. (Source: Minister of Manpower Decree 156 of 2021)

The government gives awards to Companies that implement the Productivity Improvement Management System. Awards at the Sidhakarya Provincial Level, and the Paramakarya National Level.

Keynote Speaker III
Prof. Vikas Kumar
(Birmingham City University)

Topic: Leveraging Industry 4.0 and Circular Economy Through the Developmental Cultural Lens Driving A Competitive Advantage

"Good morning, ladies and gentlemen. I'm honored to share our recent research findings, which delve into a topic that's increasingly shaping the manufacturing sector, particularly here in Thailand and across ASEAN. In today's global landscape, marked by disruptions and resource constraints, the need for resilience has never been more evident. Our study investigates how a strong, development-oriented culture within organizations can drive the adoption of Industry 4.0 technologies and circular economy practices, enabling firms to build a significant competitive advantage.

Industry 4.0 technologies bring unprecedented flexibility, responsiveness, and visibility to supply chains, while circular economy principles promote sustainability through the recycling and reuse of resources. Together, these pillars of modern manufacturing offer firms a pathway to resilience. Yet, adopting these practices doesn't happen in isolation; it requires a culture within organizations that encourages innovation, adaptation, and a commitment to sustainable growth.

Using robust frameworks like Technology-Organization-Environment, Socio-Technical Systems, and Resource-Based View, our research identifies development culture as a core driver of technological progress. Specifically, the Competing Values Framework reveals how cultural values aligned with Industry 4.0 and circular economy objectives can enhance a firm's ability to innovate and maintain a competitive edge. By examining data from Thai manufacturing firms, we found that development culture not only supports the adoption of Industry 4.0 and CE but also strengthens their impact on competitiveness.

For managers, policymakers, and industrial leaders, this means that investing in a supportive, innovative development culture is paramount. Embracing this culture facilitates a smoother transition to advanced manufacturing practices, which are particularly beneficial for smaller firms looking to stay competitive while navigating limited resources. By prioritizing flexible, resource-efficient digital technologies, organizations can drive resilience and sustainable advantage.

Finally, our study suggests future research opportunities to deepen this understanding across different regions and sectors. Exploring how other industries, such as services, might benefit from development culture can broaden our insights into sustainable competitiveness. In closing, I encourage you all to recognize the transformative potential of development culture— an essential foundation for organizations that seek not only to compete but to thrive in an evolving global economy. Thank you."

https://doi.org/10.1002/bse.3967

Short Biography:

Prof. Vikas Kumar is a well published researcher with a Scopus H-index of 47 and Scopus citations of 6961. He is currently the associate dean for research innovation and enterprise and professor of operations and supply chain management in the faculty of business, law and social sciences of Birmingham City University, UK. He earned his PhD in Management Studies from Exeter Business School, University of Exeter, UK. He is also a distinguished visiting professor in several universities in India and Vietnam. He holds Journal Editorial Positions as Editorial Board Member in several reputable journals.

ABOUT THE CONFERENCE

Introduction

Asia is within the fastest growing economic region and the largest continental economy by GDP in the world. The world's economic centre of gravity is moving swiftly to Asia. To continue with rapid growth, the Asian economies, will require harnessing of the full potential of technology, innovation and critically entrepreneurship, to continually develop excellence in products and services. Organizational excellence and cross-border collaborations, facilitated by the IT revolution and coerced by globalization, amongst the more advance economies like the US, Germany, Japan, Singapore and Republic of Korea and the lesser developed economies, Indonesia need to develop a mutually beneficial business activity. Organizations are subject to international competitions from the onset due to an IT facilitated globalized economy and have to go out to embrace globalization or sit back and be engulfed by it.

To survive and grow in today's competitive globalized economy; organizations are required to be continuously innovative both in business and its products global supply chain. They need to continuously create and innovate developments and interventions within the organization and industries to maintain the competitive edge necessary for staying ahead of global competitions. To encourage innovation, Organization must ensure that a supportive eco-system for excellence is in place. In achieving it, organization management where leadership, strategic planning, customer and market focus, information and knowledge management, human resource focus, operational focus and business result must be integrated and aligned for optimal performance toward excellence both in private and public sectors.

Performance excellence refers to an integrated approach to organizational performance management that results in:
- Delivery of ever-improving value to customers and stakeholders, contributing to organizational sustainability
- Improvement of overall organizational effectiveness and capabilities
- Organizational and personal learning

To achieve it, innovation needs to be more than being just new, commercially viable and with good customer values; it is also sustainable where it has minimal negative impact on the global or local environment, community, society and economy.

In that respect, Binus University Business School with the University consortium will conduct 4th International Conference on Organizational Performance Excellence (iCOPE) 2024 to be held at Binus Semarang Campus, Indonesia on November 8th, 2024. The conference objectives are to promote academic and practical business research outcomes, to establish main channel of exchanging research activities, and to share information related to research and new development in organizational performance excellence. All presented conference papers will be published in proceeding and will be submitted for possible publication at cost to Journal of Infrastructure, Policy and Development (Scopus Q2) and Australasian Accounting, Business

and Finance Journal (Scopus Q2), The Winner Journal (Sinta 2), and Binus Business Review Journal (Sinta 2).

Objectives

The conference objectives are to promote academic and business research outcomes, to establish main channel of exchanging research activities, and to share information related to research development.

Program

We invite you to submit a full paper to be considered for the conference program in one of the following tracks:

- Leadership for Performance Excellence
- Strategic Planning for Performance Excellence
- Customer and Market Focus for Performance Excellence
- Information, Measurement, Knowledge Management, and Information Technology for Performance Excellence
- Human Resource for Performance Excellence
- Operational Focus for Performance Excellence
- Communication for Performance Excellence
- Sustainability Management for Performance Excellence

Venue

Place   : Binus Campus, Semarang, Indonesia
Day/Date   : Friday / November 8th, 2024
Time   : 08.00 – 17.00 WIB

Important dates:

1. Full paper submission deadline   : 10th October 2024
2. Notification of acceptance   : 20th October 2024
3. Registration period   : 30th October 2024
4. Conference day   : 8 November 2024 (Hybrid)

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8	Mehran Doulat Ph.D	UOW, Australia
9	Prof. M. Saeed	Minot State University, Minot, ND 58707, USA
10	Ferry Jie, Ph.D	Royal Melbourne Institute of Technology (RMIT), Australia

11	Tai Wan Ping, Ph.D	Cheng Xiu University, Taiwan
12	Mark A. Gregory, Ph.D	Royal Melbourne Institute of Technology (RMIT), Australia
13	Weichen Teng, Ph.D	Chinese Culture University, Taiwan
14	Mustafiz Rahman, Ph.D	Bangladesh
15	Ken Sen Tang, Ph.D	University of Waterloo, Canada
16	Terry McMahon, Ph.D	University of Waterloo, Canada
17	Satoshi Kabasawa, Ph.D	Osaka University, Japan
18	Dr. Jafar Sembiring	Telkom University, Bandung
19	Dr. Hariadi Hadisuwarno	Central Bureau of Statistics
20	Dr. Dedi Walujadi	Central Bureau of Statistics
21	Dr. BM. Purwanto	Gajah Mada University
22	Diana Sari, Ph.D	Padjadjaran University
23	Prof. Dr. Setyani Dwi Lestari	Budi Luhur University
24	Prof. Nachrowi	Indonesia University
25	Dodie Tricahyono, Ph.D	Telkom University, Bandung
27	Prof. Dr. EA Kuncoro	Binus University
28	Dr. Titik Indrawati	Binus University
29	Prof. Dr. Muhammad Hamsal	Binus University
30	Prof. Idris Gautama So	Binus University
31	Ir. Togar A. Napitupulu, MSc., Ph.D	Binus University
32	Prof. Sanny Susanto, Ph.D	Parahyangan University
33	Dr. Maman Abdurohman	Telkom University
34	Prof. Dr. Budi Eko Sutjipto	State University of Malang
35	Prof. Dr. Ratih Hurriyati	Indonesia University of Education

GENERAL RUNDOWN

Friday, 8 November 2024	
08.00 – 09.00	Registration
09.00 – 09.03	National Anthem "Indonesia Raya"
09.03 – 09.05	Opening Prayer
09.05 – 09.30	Welcoming Speeches
09.30 – 10.00	Keynote Speech 1: Prof. Dr. Sani Muhammad Isa, S.Si., M.Kom.
10.00 – 10.30	Keynote Speech 2: Harry Nuryanto Soediro, S.E., M.M.
10.30 – 11.15	Parallel Session 1
11.15 – 11.30	Coffee Break
11.30 – 13.30	**Lunch**
13.30 – 14.00	Keynote Speech 3: Prof. Vikas Kumar, Birmingham City University, UK
14.00 – 15.00	Parallel Session 2
15.00 – 15.30	Best Papers Announcement and Closing

PARALLEL SESSION SCHEDULE

Session 1 (10:30 – 11:15)

BREAKOUT ROOM A
Session Chair: Dr. Daniel Lukito, ST., MM., MSc.IB

Paper Number	Presenter	All Authors	Paper Title
ID 35	Abdul Aziz	1. Rita 2. Brainard Owen Suryadjaya 3. Abdul Aziz	Exploring the Factors Shaping Purchase Decisions Through Purchase Interest: A Study on Ready-to-Drink (RTD) Coffee
ID 13	Isadora Gabrielle	1. Isadora Gabrielle 2. Hanifah Putri Kinanti 3. Valerie Graciela 4. Enny Noegraheni Hindarwati	The Influence of Servant Leadership on Organizational Citizenship Behaviors and The Mediating Role of Emotional Intelligence
ID 19	Daniel Lukito	1. Daniel Lukito 2. Suharnomo 3. Mirwan S. Perdhana	Digital Organizational Culture: Concept and Scale Development

BREAKOUT ROOM B
Session Chair: Dian Martha Nurrul Amanah, S.E., MBA.

Paper Number	Presenter	All Authors	Paper Title
ID 112	Masruroh	1. Masruroh 2. Tinjung Desy Nursanti 3. Hendi Indrawan	What Are the Factors That Influence Job Hopping Among the Millennial Generation?
ID 34	Tracy Lauren	1. Nur Damayanti 2. Tracy Lauren 3. Valexdora 4. Dalili Izni Binti Shafie	The Impact of Gender Discrimination on Organizational Development In The Work Environment
ID 42	Yudistiro Dwi S	1. Bayu Prasetyo 2. Julia Pratiwi 3. Yudistiro Dwi Saputro 4. Kartika Aprilia Benhardy	The Influence of Work Environment and Workload on Turnover Intention Mediated by Job Satisfaction Among Employees at PT. Putra Sarana Transborneo

BREAKOUT ROOM C
Session Chair: Nurul Aini, S.M., M.M.

Paper Number	Presenter	All Authors	Paper Title
ID 78	Ine Silviya	1. Haryadi Sarjono 2. Gregorian Jerahmeel 3. Doni Candra 4. Ine Silviya	SCOR Model Evaluating SOROLOYO Coffee Plantation Performance
ID 43	Farhan Naufal	1. Farhan Naufal 2. Chandra Setiawan	Analysis of the impact of ROA, ROE, NIM, LDR, and interest rates on the stock prices of KBMI 3 and KBMI 4 banks in Indonesia before, during, and after the COVID-19 pandemic (2019-2023)
ID 27	Ine Silviya	1. Jang Jae Hyeok 2. Haryadi Sarjono 3. Ine silviya	Effective ESG's Influence on Restaurant service and reputation

BREAKOUT ROOM D
Session Chair: Dr. Yanuar Surya Putra, S.E., M.M.

Paper Number	Presenter	All Authors	Paper Title
ID 20	Patricia Angelica	1. Patricia Angelica 2. Andi Wiliam	Analysis of AI Chatbot Features for CRM Development on Customer Satisfaction in Banking Industry
ID 21	Dony Saputra	1. Dony Saputra 2. Matthijs van den Broek 3. Dalili Izni binti Shafie 4. Maria Martina D 5. Kisia A. Paulus	Digitalization, Dynamic Capabilities, and Value Creation: A Study of F&B SMEs
ID 88	Juni Hestina	1. Lokot Zein Nasution 2. Syarir Ika 3. Juni Hestina 4. Prameswara Anggahegari 5. RR Retno Riski Dini Yuliana 6. Roosganda Elizabeth	Challenges and Strategies for Sustainable Digitalization of MSME in Indonesia

Session 2 (14:00 – 15:00)
BREAKOUT ROOM A
Session Chair: Dr. Wahyu Tri Setyobudi

Paper Number	Presenter	All Authors	Paper Title
ID 104	Liu Fen Phaw, Tiffani Athalia, Daniella Maria Natalia, Nyiayu Olivia Miranda Bakrie	1. Liu Fen Phaw 2. Tiffani Athalia 3. Daniella Maria Natalia 4. Bryna Meivitawanli 5. Nyiayu Olivia Miranda Bakrie	Debunking The 'All Publicity is Good Publicity' Myth: The Detrimental Effects of Negative Publicity on Brand Trust Among Indonesian Generation Z
ID 101	Elshaday Fransisca Gloriana	1. R.A. Aryanti Wardaya Puspokusumo 2. Patricia Angelica Heliawanto 3. Elshaday Fransisca Gloriana	Analysing Consumer Preferences in Local Skincare in order to Influence Behavioral Intention
ID 103	Patricia Angelica Heliawanto	1. R.A. Aryanti Wardaya Puspokusumo 2. Patricia Angelica Heliawanto 3. Elshaday Fransisca Gloriana	The Effect of Sales Promotion and Brand Awareness on Purchase Intention of Yamaha Fazzio Motorcycle
ID 16	Adi Teguh Suprapto	1. Adi Teguh Suprapto 2. Kendrick	Analysis of Perceived Usefulness, Perceived Trust, User Interface, and Perceived Ease of Use Toward Generation Z's Shopping Interest at Tokopedia

BREAKOUT ROOM B
Session Chair: Dr. Okta Bayu

Paper Number	Presenter	All Authors	Paper Title
ID 4	Nopriadi Saputra	1. Nopriadi Saputra 2. Rini Setiawati 3. Bayanti Umi Jafar	Enhancing Innovative Work Behavior Through Digital Mastery: The Essential Role of Learning Agility in Indonesia's Electronics Manufacturing
ID 26	Dhoni Muhamad	1. Dhoni Muhamad 2. Bachtiar H. Simamora	The Role of Institutional Influence in Boosting Smart Meter Acceptance: A Study Using Extended UTAUT2 in Indonesia
ID 6	Nopriadi Saputra	1. Nopriadi Saputra 2. Kiky Rizky 3. Teti Rohayati	Holistic Work Engagement of the Digital Generation: Synchronizing Digital Leadership and Emotional Intelligence
ID 38	Boyke Setiawan Soeratin	1. Boyke Setiawan Soeratin	Analyzing The Impact of Purchase Decisions in The Fashion Industry

BREAKOUT ROOM C
Session Chair: Dr. Aryo Bismo

Paper Number	Presenter	All Authors	Paper Title
ID 45	Lidya Wati Evelina	1. Lidya Wati Evelina	Implementation Of Artificial Intelligence in Public Relations Strategy in Indonesia
ID 14	Abdul Aziz	1. Abdul Aziz 2. Rita	Unveiling Chinese Skincare Exports in International Trade Strategy
ID 46	Anggraeni Woro Hapsari	1. Vincentius Geraldo Hedy Prasetya 2. Patricia Angelica 3. Andi Wiliam 4. Anggraeni Woro Hapsari 5. Melinda Siswanto 6. Agelica Clara	A Review Circular Economy and Valorization of Shrimp Shell Waste: Sustainable Approach Framework in Banten Province
ID 33	Abdul Aziz	1. Ratna Julia Kamilia 2. Rita 3. Abdul Aziz	Analysis of The Influence of Green Marketing and Corporate Social Responsibility (CSR) on Purchase Intention, Mediated by Perceived Value: A Study of The Furniture Industry in The Greater Jakarta Area

BREAKOUT ROOM D
Session Chair: Dr. Rianto

Paper Number	Presenter	All Authors	Paper Title
ID 49	Hendry Hartono	1. Hendry Hartono 2. Stanley Teruna 3. Reeya Ardini	Exploring Consumer Readiness for Green Energy within Electric Vehicle Uptake Considering Public Facilities, Vehicle Price, and Government Regulation in Indonesia
ID 40	Franky Van Wis Lee	1. Franky Van Wis Lee 2. Monica Septania 3. Hendry Hartono	Analyzing Consumer Intentions Towards Electric Cars in The Jabodetabek Area: Understanding Adoption Perspectives and Challenges in a Business Context
ID 11	Hendry Hartono	1. Hendry Hartono 2. Danang Prihandoko 3. Westin Chandra 4. Ahmad Syamil 5. Tri Cahyo Nugroho	The Role of Psychological Safety and Workplace Thriving in Inclusive Leadership and Proactive Behaviour: A Study Of Gen-Z Workers in Indonesian Startup
ID 30	Danang Prihandoko	1. Haryadi Sarjono 2. Sambudi Hamali 3. Danang Prihandoko	Systematic Literature Review: The Benefit of Applications that FedEx Uses to Increase Effectiveness in Transportation Operations

ABSTRACTS – ID 4

**Enhancing Innovative Work Behavior Through Digital Mastery: The Essential Role of Learning Agility
In Indonesia's Electronics Manufacturing**

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Abstract

Innovative work behavior is a crucial matter that determines the competitiveness and sustainability of a business. By utilizing the perspectives of organizational behavior and socio-technical theory, this article attempts to elaborate on the influence of digital mastery and learning agility on innovative work behavior. This article has involved 261 employees from several large electronic manufacturers in Indonesia to test the research model. The perceptual data obtained was processed using the structural equation modeling approach and the SmartPLS version 4.0 application. The results reveals that innovative work behavior is positively and significantly influenced by digital mastery. This article recommends paying attention to the essential role of learning agility. In developing innovative work behavior, combining the development of digital mastery with learning agility has a better outcome.

Keywords: innovative work behavior, learning agility, digital mastery, electronic manufacturer.

ABSTRACTS – ID 6

Holistic Engagement of The Digital Generation: Synchronizing Digital Leadership and Emotional Intelligence

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Abstract

Engaging the digital generation in a business setting is a difficult problem. The aim of this study is to shed light on how emotional intelligence and digital leadership contribute to the comprehensive engagement of the digital generation in the workplace. Perceptual data was gathered, and the research model was examined through a cross-sectional study that used an online questionnaire. A total of 256 employees of a banking company have participated as respondents. To model and analyze the data, the SmartPLS application version 4.0 was utilized. The findings show that digital leadership by managers or supervisors greatly enhances emotional intelligence in addition to the work engagement of workers from the digital generation in the workplace. To fully engage workers of the digital generation, it is advised that businesses enhance the emotional intelligence of their employees as well as the digital leadership skills of managers and/or supervisors.

Keywords: digital leadership, emotional intelligence, and work engagement

ABSTRACTS – ID 11

The Role of Psychological Safety and Workplace Thriving in Inclusive Leadership and Proactive Behaviour: A Study of Gen-Z Workers in Indonesian Startup

Hendry Hartono[1]*, Danang Prihandoko[2], Westin Chandra[3], Ahmad Syamil[4], Tri Cahyo Nugroho[5]

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Abstract

This study investigates the evolving roles of employees within Indonesia's dynamic startup ecosystem, focusing on the proactive behaviors of Gen Z workers as the country approaches its goals for 2030 and 2045. Employee proactiveness, particularly in taking-charge behavior, is a crucial aspect of organizational management. Using a quantitative approach with Structural Equation Modeling (SEM) via Partial Least Squares (PLS) and Warp-PLS software, this research examines both the direct and indirect effects of inclusive leadership on taking-charge behavior, with psychological safety and workplace thriving serving as mediators. Grounded in Self-Determination Theory and Social Information Processing Theory, the study aims to elucidate these mediating processes. Data were collected through surveys from 210 Indonesian Gen Z startup employees. The results reveal that inclusive leadership significantly enhances taking-charge behavior, both directly and indirectly through the mediating factors of psychological safety and thriving at work. This research provides a deeper understanding of the mechanisms underlying proactive behavior and underscores the importance of inclusive leadership in fostering employee initiative. Practical implications for industry practitioners and academics are discussed, emphasizing strategies to leverage inclusive leadership for increased proactivity. The study also acknowledges its limitations and proposes directions for future research, including exploring additional mediators and extending the study to different cultural contexts.

Keywords: leadership, safety, taking charge, thriving at work, startups, Gen-Z

ABSTRACTS – ID 13

The Influence of Servant Leadership on Organizational Citizenship Behaviors and The Mediating Role of Emotional Intelligence

Isadora Gabrielle, Hanifah Putri Kinanti, Valerie Graciela, and Enny Noegraheni Hindarwati*

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Abstract

Servant Leadership has a very important role in the company to increase employees' initiative and positive behavior and maintain company productivity. Leadership with low levels of Emotional Intelligence will have an impact on the sustainability of the company and employees. This study aims to determine the effect of Servant Leadership on Organizational Citizenship Behavior with Emotional Intelligence as a mediator. The research method was conducted using quantitative by distributing surveys through simple random sampling techniques to 229 Generation Z employees aged 17-27 years in DKI Jakarta. Data analysis in this study used descriptive analysis with the Partial Least Square - Structural Equation Model (PLS-SEM) approach. The results of this study are Servant Leadership and Emotional Intelligence have a significant positive effect on Organizational Citizenship Behavior on Generation Z employees in DKI Jakarta.

Keywords: servant leadership, emotional intelligence, organizational citizenship behaviors

ABSTRACTS – ID 14

Unveiling Chinese Skincare Exports in International Trade Strategy

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Abstract

The global economy heavily relies on international trade, and Indonesia is among the countries that actively engage in the international trade with a number of partners, one of them is China. Indonesia is a desirable market for international goods, particularly skincare items, due to its big population and steady economic growth. China has a significant impact on Indonesia's ability to meet its demand for skincare goods. A self-administered survey with a convenience sampling method has been conducted on customers in the Greater Jakarta, Indonesia with 114 respondents using linear regression approach with SmartPLS3. The findings imply that purchase intention towards exported Chinese skincare are positively impacted by innovation, perceived price and trade policy. Using absolute advantage theory, this research has significant implications for both practitioners and academics. For businesses and policymakers, it provides actionable insights on how to enhance consumer purchase intentions through innovation, pricing, and supportive trade policies. Theoretically, it contributes to the broader understanding of consumer behavior in emerging markets, the role of innovation in product adoption, and the importance of price and trade policy in shaping market dynamics.

Keywords: International trade, Skincare, China, Indonesia

ABSTRACTS – ID 16

Analysis of Perceived Usefulness, Perceived Trust, User Interface, and Perceived Ease of Use Toward Generation Z's Shopping Interest at Tokopedia in Bekasi

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Abstract

The research on Generation Z's shopping interest in Tokopedia within Bekasi explores key factors such as perceived usefulness, trust, user interface, and ease of use. Indonesia's growing Generation Z population and Tokopedia's mission to promote economic growth through technology. The research method employed, path analysis using SPSS, helps identify the strength and significance of relationships between these factors and shopping intention. The results demonstrate that Perceived usefulness significantly influences shopping intention. Generation Z values how well the platform helps them achieve their goals efficiently. Perceived trust is crucial, reflecting the importance of security and reliability in online transactions. User interface plays a significant role, showing that a smooth and engaging design fosters interest. Surprisingly, perceived ease of use does not significantly affect shopping intention, suggesting that Generation Z may prioritize other factors like usefulness or trust over ease. This study highlights the importance of tailoring e-commerce platforms to meet the specific needs and preferences of Generation Z, particularly in high-growth regions like Bekasi.

Keywords: perceived usefulness, perceived trust, user interface, perceived ease of use, shopping intention

ABSTRACTS – ID 19

Digital Organizational Culture: Concept and Scale Development

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Abstract

This paper aims to provide a comprehensive understanding of digital organizational culture. Often, forming a solution or strategy is challenging when those involved lack a shared understanding of the topic. Although many studies emphasize the importance of digital culture in digital transformation, the concept is still not fully understood. This paper builds evidence from the literature and synthesizes prior studies to develop a new perspective. To our knowledge, we are the first to use a grounded theory approach to define digital organizational culture (DOC) and conduct a thorough literature review. This study identifies four key dimensions of DOC: sensitivity, competitiveness, unity, and dynamism. Additionally, we propose a clear definition of DOC and develop a measurement scale for it, which is tested for validity. The findings of this study provide valuable insights for both practitioners and researchers by clarifying the concept of digital organizational culture and opening up avenues for further research and discussion.

Keywords: Construct, Definition, Digital Transformation, Digital Culture, Scale Development

ABSTRACTS – ID 20

Analysis of AI Chatbot Features for CRM Development on Customer Satisfaction in Banking Industry

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Abstract

Being active in digital development, especially AI implementation and Brand Image, finding market segments significant factors in improving customer satisfaction, and reducing the risk in the marketing issue also brings practical effects specifically for customer relationship management. It also had an impact on two of the new critical metrics in customer service and customer loyalty. In business intelligence need information system that can help bank industry to keep a relationship with costumer. Agility as a concept is currently not only limited to the scope of information technology but has expanded to include management and business concepts CRM help company manage their system based on customer behaviour. This quote states that a CRM system provide an integrated approach to all aspects of relationship with its customers, which includes marketing and service support.

Keywords: Artificial Intelligent, Brand Image, Customer Relationship Management

ABSTRACTS – ID 21

Digitalization, Dynamic Capabilities and Value Creation: A Study of F&B SMEs

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Abstract

This study delves into the uncharted territory of how digitalization during and after COVID-19 empowers Indonesia's F&B SMEs. We explore how digital advancements reshape the value-creation landscape by examining the impact of digitalization on both the capabilities and value-creation strategies of these businesses. Employing a quantitative approach, we leverage a survey distributed to 100 representative SME employees alongside rich secondary data from news media, websites, and research journals. Utilizing advanced PLS-SEM analysis, we disentangle the complex interplay between digitalization, dynamic capabilities, co-creation strategies, and ultimately, value creation for F&B SMEs. Our findings illuminate digital transformation's direct and indirect effects of digitalization on value creation through dynamic capabilities and co-creation strategy, providing crucial insights for strategic decision-making in this evolving industry.

Keywords: Digitalization, dynamic capabilities, co-creation strategies, value creation, F&B SME

ABSTRACTS – ID 26

The Role of Institutional Influence in Boosting Smart Meter Acceptance: A Study Using Extended UTAUT2 in Indonesia

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Abstract

Smart meters are an integral technology enabling efficient electrical grid management under intelligent grid systems. However, consumer acceptance remains a barrier to fully unlocking their potential benefits. This study employs an extended Unified Theory of Acceptance and Use of Technology (UTAUT2) model to evaluate the determinants of smart meter adoption intention among consumers in Indonesia. Data were gathered through a survey of 412 individuals and analyzed using partial least squares structural equation modeling (PLS-SEM). The results indicate that institutional influence was the strongest driver, with a path coefficient of 0.44, followed by social influence (0.17) and effort expectancy (0.09). Interestingly, performance expectancy, facilitating conditions, and price value did not exhibit significant relationships. The findings imply that establishing government policies, regulations, incentives, and educational support to build trust is pivotal rather than merely emphasizing functional benefits or cost savings. Effort expectancy also matters, underlining the importance of user-friendly designs for acceptance. Additionally, leveraging social encouragement from public role models and community leaders would be impactful. In summary, cultivating robust institutional scaffolds and social ecosystems is essential for successfully deploying smart infrastructure. The conclusions provide meaningful implications for policymakers and highlight potential areas for further investigation.

Keywords: Institutional Influence, Smart Grid, Smart Meter, Smart Meter Acceptance, Advanced Metering Infrastructure, UTAUT2, Extended UTAUT2

ABSTRACTS – ID 27

Effective ESG's Influence on Restaurant Service and Reputation

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Abstract

This study aims to examine the impact of effective Environment, Social, and Governance (ESG) formulation on service quality at a Tteokbokki restaurant and its influence on the restaurant's reputation. The research uses a mixed-methods approach, combining qualitative methods to understand the implementation of sustainability principles in the restaurant's operations and quantitative methods to assess the correlation between effective ESG formulation, service quality improvement, and its impact on the restaurant's reputation. The results show a positive correlation between effective ESG implementation and improvements in service quality at the restaurant. By applying sound environmental, social, and governance practices, the restaurant demonstrates increased responsibility and responsiveness in its service. Additionally, the study finds a significant positive impact of ESG on the restaurant's reputation, helping shape a better business image in the eyes of consumers. This research contributes to the literature by linking sustainability strategies through ESG formulation with service quality and reputation enhancement in the culinary industry. For practitioners, the findings provide guidance on implementing sustainable practices, highlighting the positive impact of ESG on consumer preferences and business image in the culinary sector. However, the generalizability of these results may be limited to specific cultural and regional contexts.

Keywords: Environment, social and Governance (ESG), Service Quality, Business Reputation, Tteokbokki Restaurant

ABSTRACTS – ID 30

Systematic Literature Review: The Benefit of Applications That FedEx Uses to Increase Effectiveness in Transportation Operations

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Abstract

Many people often oversee transportation, but it is one of the vital parts of operations management and a key success factor within a company, especially in a logistic-based company. With the constant growth of technology, it has slowly been integrated into our lives, including the system within transportation operations. Technology has made many processes in transportation, such as forecasting, planning, scheduling, and managing, a lot easier and more effective. These processes are the main factors when facing challenges in transportation today, and such factors can make or break the efficiency and cost within any company in an operations management aspect. One of the major companies that have implemented technology successfully in their line of work is FedEx; they are the world's leading logistics company, which utilizes transportation well to deliver shipments on time and has positive customer feedback. FedEx have developed efficient workways and applications curated specifically for transportation in their logistics; they utilize the technology by implementing a GPS-based mapping and communication system through their smartphone-based applications for their employees to increase the effectiveness of on-the-road transportation. Therefore, based on the Systematic Literature Review research method, the conclusion is that by implementing FedEx's transportation methods, companies can save costs and time while also obtaining profit in the future. Using technology that continues to develop this method can become the first step in changing transportation operations.

Keywords: FedEx, GPS, Logistics, Systematic Literature Review, Transportation

ABSTRACTS – ID 33

Analysis of the Influence of Green Marketing and Corporate Social Responsibility (CSR) on Purchase Intention, Mediated by Perceived Value: A Study of the Furniture Industry in the Greater Jakarta Area

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Abstract

Attention to environmental and sustainability issues influences consumer preferences and business practices. Even though it is not a big contributor to pollution, the furniture industry still has a significant impact on the environment, thus encouraging the adoption of sustainable practices. This research analyzes the influence of Green Marketing and Corporate Social Responsibility (CSR) on Purchase Intentions through Perceived Value in the furniture industry. By using quantitative methods and hypothesis testing with Path Analysis SPSS version 26, the results showed that Green Marketing had a significant effect on Perceived Value but not directly on Purchase Intentions, while CSR had a significant effect on both. Perceived Value mediates between Green Marketing and CSR and Purchase Intention. These findings emphasize the importance of environmentally friendly marketing and corporate social responsibility in increasing consumer value perceptions and purchase intentions dynamics.

Keywords: Green Marketing, Corporate Social Responsibility, Perceived Value, Purchase Intention

ABSTRACTS – ID 34

The Impact of Gender Discrimination on Organizational Development In The Work Environment

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Abstract

This research aims to determine the impact of gender-based discrimination on development organizations, around the work environment. Gender-based discrimination in the labor market is a challenge that often arises, especially in Indonesia. This research was carried out quantitatively, with the help of a questionnaire, data collected from 245 respondents would then be processed using SmartPLS and SPSS. The results of this study indicate that not all variables have an influence that contributes to the level of career discrimination on organizational performance. Lack of gender equality can result in hampered opportunities for women to work and prevent companies from developing further. The limitations of this research are visible because this research only focuses on the Jabodetabek area, which is exclusively oriented towards women, only limited to those who have worked for more than one year. Future researchers can make improvements by adding qualitative methods, expanding the distribution of questionnaires outside Jabodetabek and finally adding moderator variables.

Keywords: Gender Discrimination, Individual, Family, Culture, Organizational development

ABSTRACTS – ID 35

Exploring the Factors Shaping Purchase Decisions Through Purchase Interest: A Study on Ready-to-Drink (RTD) Coffee

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Abstract

One of the processed coffee products that continues to experience growth is ready to drink (RTD) coffee. However, the fact is that interest and consumption of ready to drink (RTD) coffee is still not optimal, especially in generation X. The aim of this research is to determine the factors that influence purchase interest and its impact on purchase decisions. This research used quantitive methods. The data collection method used a questionnaire distributed to 362 respondents. The data analysis method used in this research is SEM-PLS. The research results show that product quality, price, and brand awareness are proven to influence purchase decision for ready to drink (RTD) coffee through purchase interest in generation X in Jakarta, while product availability does not have a significant influence on purchase decisions through purchase interest.

Keywords: GReady To Drink (RTD) Coffee, Purchase Interest, Purchase Decision

ABSTRACTS – ID 40

Analyzing Consumer Intentions Towards Electric Cars in The Jabodetabek Area: Understanding Adoption Perspectives and Challenges in A Business Context

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Abstract

This study investigates the factors influencing consumer intentions to adopt electric vehicles (EVs) in Jabodetabek, Indonesia, a rapidly developing region facing environmental pressures. Data from 310 EV users, analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS), revealed that consumer technological knowledge, perception, attitude, environmental concerns, infrastructure readiness, and product pricing all significantly and positively influence consumer intentions. Consumers with greater knowledge and positive perceptions of EVs, coupled with strong environmental concerns, exhibited a higher intention to adopt EVs. A well-developed charging infrastructure and competitive pricing further strengthened these intentions. The study confirms the applicability of the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) in explaining EV adoption within emerging markets. These findings highlight the importance of targeted interventions to enhance consumer knowledge, shape positive perceptions, address environmental concerns, improve infrastructure, and ensure competitive pricing to accelerate EV adoption in Jabodetabek.

Keywords: Electric vehicles, consumer intention, environmental concerns, infrastructure, pricing, Indonesia

ABSTRACTS – ID 42

Work Environment and Workload on Turnover Intention Mediated by Job Satisfaction

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Abstract

The aim of this research is to investigate the factors influencing individuals' intentions to leave the company (turnover intention) within the work environment of PT. Putra Sarana Transborneo. Turnover intention is a complex phenomenon that significantly impacts organizational productivity as well as individual well-being. Through a quantitative approach, this study will analyze various variables such as work environment, workload, and job satisfaction as mediating variables that may influence employees' turnover intention. The population in this study consists of 517 individuals, with a sample size of 110 respondents. Survey methods and statistical analysis will be employed to collect and analyze data from a representative sample of respondents using Structural Equation Modeling (SEM) analysis techniques with the statistical tool Smart Partial Least Square (SmartPLS). The results of this study indicate that the work environment does not significantly affect turnover intention, Workload has a significant effect on turnover intention, job satisfaction significantly influences turnover intention, the work environment significantly affects turnover intention when mediated by job satisfaction, and Workload significantly influences turnover intention through job satisfaction as a mediator. Therefore, this research contributes by highlighting the need for the company to pay greater attention to workload management and the development of a supportive work environment to enhance job satisfaction and reduce turnover intention.

Keywords: Turnover intention; workload; work Environment; job satisfication

ABSTRACTS – ID 43

Analysis of the impact of ROA, ROE, NIM, LDR, and interest rates on the stock prices of KBMI 3 and KBMI 4 banks in Indonesia before, during, and after the COVID-19 pandemic (2019-2023)

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Abstract

This study aims to analyze the impact of Return on Assets, Return on Equity, Net Interest Margin, loan-to-deposit ratio, and interest rates on the stock prices of banks categorized under KBMI 3 and KBMI 4 in Indonesia from 2019 to 2023. The research covers three important periods: before the pandemic (2019), during the COVID-19 pandemic—from its declaration by the WHO on March 11, 2020, until its end on May 5, 2023—and the post-pandemic phase (late 2023). The study uses a quantitative approach and employs panel data regression analysis to assess the relationships between the selected financial ratios and stock prices. Data were collected from the financial reports of selected banks, with additional stock price data sourced from IDX and interest rate data from Bank Indonesia. The analysis uses panel data regression, incorporating the Common Effect Model (CEM), Fixed Effect Model (FEM), and Random Effect Model (REM) to identify the most suitable model for this study. The findings reveal that ROE, Interest Rate, and LDR significantly influence stock prices, with ROE and Interest Rate showing a positive relationship, while LDR shows a negative relationship. Conversely, ROA and NIM were found to have no significant impact on stock prices within the sample. The simultaneous effect of all the variables, as evidenced by the F-test, indicates that the model is statistically significant.

Keywords: Interest Rate, KBMI Banks, LDR, NIM, ROA, ROE, Stock Prices

ABSTRACTS – ID 45

Implementation Of Artificial Intelligence in Public Relations Strategy in Indonesia

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Abstract

The presence of Artificial Intelligence also brings transformation to the field of Public Relations. This qualitative research explores the use of Artificial Intelligence (AI) in Public Relations practices in the private and government sectors of Indonesia. The objectives of this research are 1) to identify AI used in PR practices in Indonesia, 2) to evaluate the use of Artificial Intelligence in current PR activities in the Indonesian government and national companies, 3) to identify challenges and opportunities related to the use of AI tools in PR at national companies in Indonesia, and 4) to identify and establish key factors contributing to the success of PR activities when using AI tools. By referring to the concept of Public Relations, this research explores the use of Artificial Intelligence in the PR strategies of the government and national companies in Indonesia. This research uses a qualitative approach, involving observation, interviews, and document analysis. Based on interviews, the utilization of Artificial Intelligence in Indonesia is still minimal and unstructured. Until now, there are only 3 Artificial Intelligence systems used by PR practitioners, namely the AIS crawling machine to detect and handle negative content on the internet, social media analytics to understand audience perception of products and services through comments, hashtags, or mentions, and ChatGPT to find ideas based on keywords. The main factors influencing the success of AI usage in PR in Indonesia are the openness and skills of PR professionals in using AI.

Keywords: artificial intelligent, in Indonesia, Public Relations strategy

ABSTRACTS – ID 46

A Review Circular Economy and Valorization of Shrimp Shell Waste: Sustainable Approach Framework in Banten Province

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Abstract

Sustainable solutions for the recycling, compounding and valorising food byproducts for reintroduction into the industrial chain and circular economy are significant challenges. They are still being studied in the technological and scientific fields. Therefore, every effort has been made and directed towards consolidating the overall management of these materials to avoid negative impacts on the environmental and economic losses, which can provide added value to these byproducts, especially fishery waste focused on shrimp shell waste. Shrimp and the processing of the two other main crustaceans (lobster and crab) are often associated with unavoidable byproducts, high waste disposal costs, and disturbed public and environmental health. This problem explains that tiny quantities still extract high-value biomaterial products (chitin, lipids, minerals). This also occurs due to the need for adequate and standardised technology to convert it into valuable materials. This review article aims to show the potential of shrimp shell byproducts as renewable industrial raw materials to implement a circular economy. It also aims to address environmental, social, and economic problems and support sustainable development goals (SDGs).

Keywords: Shrimp waste, Chitin, Circular economy, SDGs

ABSTRACTS – ID 49

Exploring Consumer Readiness for Green Energy Within Electric Vehicle Uptake Cosnidering Public Vehicle Price, And Government Regulation in Indonesia

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Abstract

This study investigates the factors influencing consumer readiness for green energy adoption, particularly in the context of electric vehicle (EV) uptake in Indonesia. The research focuses on three main variables: public facilities, vehicle price, and government regulation. We collected data from 100 respondents using a quantitative research design through structured questionnaires. We analyzed the data using multiple regression analysis to test the proposed hypotheses. The literature review suggested that public facilities, vehicle prices, and government regulations are critical in shaping consumer decisions regarding green energy. However, the analysis revealed that while vehicle price and government regulations significantly impact consumer readiness, the effect of public facilities is not significant. Specifically, lower vehicle prices and supportive government policies, such as tax incentives and subsidies, were found to positively influence consumer readiness to adopt EVs and green energy solutions. The findings highlight the importance of making EVs more affordable and enacting effective government regulations to accelerate the transition to green energy. The study provides valuable insights for policymakers, stakeholders, and industry players aiming to promote sustainable energy practices and advance a greener future in Indonesia.

Keywords: electric vehicle, consumer readiness, vehicle prices, public facilities, government regulation

ABSTRACTS – ID 78

SCOR Model Evaluating SOROLOYO Coffee Plantation Performance

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Abstract

A supply chain, commonly known as a supply network, is the mechanism utilized to efficiently link suppliers, manufacturers, warehouses, and stores, ensuring the delivery and distribution of supplies in precise quantities, locations, and timelines. The aim is to customize these processes while minimizing costs and addressing needs and services. Supply chain management stands out as a key determinant of a company's competitive advantage, offering rapid market responsiveness and cost reduction. Suroloyo coffee, situated in Samigaluh within Suroloyo, Kulon Progo, Yogyakarta, and positioned at an elevation of 1,200 meters above sea level, produces Robusta and Suroloyo Arabica coffee varieties. This study employs the SCOR 12.0 model for analysis. The findings reveal a performance assessment based on actual data, indicating a POF of 74.07% and an OFCT of 121 days. The SCOR model's analysis suggests suboptimal applicability to Suroloyo coffee plantations due to their nature of not producing their own products.

Keywords: Supply chain 1, Performances 2, and Supply Chain Operation Reference Model (SCOR)3.

ABSTRACTS – ID 88

Challenges and Strategies for Sustainable Digitalization of MSME in Indonesia

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Abstract

UMKM or MSME in Indonesia has a very important role in expanding employment opportunities and reducing poverty. In order to increase the competitiveness of UMKM, business digitalization is needed. On this basis, this study aims to identify what factors influence the success of MSME competitiveness in adopting business digitalization. The Looking Outward approach is used as the basic approach to analysis, where business flexibility and productivity are the factors assessed. Data acquisition was obtained from the results of random tests conducted in collaboration with the National Research and Innovation Agency (BRIN) and the Fiscal Policy Agency (BKF), Ministry of Finance. Based on the results of random tests on 50 MSME in the cities of Bogor and Jakarta, it was found that the ability of MSME in building digitalization determines the level of business flexibility and productivity. This success is marked by three conditions, namely: (i) business efficiency by minimizing transaction costs; (ii) increasing accessibility of working capital; and (iii) creating an innovative business climate. This study is still faced with the limitations of the number of samples, so that in the future further research can be conducted that can include sociodemographic variables to determine their influence in building business networks. Despite the limitations, this study provides important insights for the government that digitalization must be a priority program in accelerating the competitiveness of MSMEs.

Keywords: Business Digitalization, Flexibility and Productivity

ABSTRACTS – ID 101

Analyzing Consumer Preferences in Local Skincare in Order To Influence Behavioral Intention

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Abstract

This study aims to identify the effect of Price, Packaging, Perceived Value, and Brand Identity on local skincare on behavioral intention individually and simultaneously, in addition to analyzing consumer preferences, especially women aged 13-35 years towards the selection of local skincare products using Regression and Conjoint Analysis. Data collection was carried out by distributing online questionnaires to 400 respondents domiciled in Greater Jakarta. Regression results show that price (X1) and packaging (X2) have a significant and positive influence on behavioral intention (Y) and Perceived Value (X3) and Brand Identity (X4) have a significant and negative influence on behavioral intention (Y). In addition, the results of the conjoint analysis show that female consumers decide to buy local skincare at a cheaper price, which is served in tube packaging and rely on convenience and trustworthiness in choosing local skincare to use. As for brand identity, consumers prefer abstract and non-product related.

Keywords: Price, Packaging, Perceived Value, Brand Identity, Behavioral Intention

ABSTRACTS – ID 103

The Effect of Sales Promotion and Brand Awareness on Purchase Intention of Yamaha Fazzio Motorcycle

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Abstract

The purpose of this research was to determine the effect and the correlation of sales promotion and brand awareness on purchase intention of Yamaha Fazzio. The respondents were motorcycle users who live in DKI Jakarta. The method was the quantitative descriptive method. Multiple linear regression analysis in SPSS 24 was used to process the data. The results of this research indicate that sales promotion and brand awareness have significant effect on purchase intention of Yamaha Fazzio to the respondents. Moreover, the correlation is strong and positive.

Keywords: Sales promotion, Brand awareness, Purchase intention and Motorcycle

ABSTRACTS – ID 104

Debunking The 'All Publicity Is Good Publicity' Myth: The Detrimental Effects Of Negative Publicity On Brand Trust Among Indonesian Generation Z

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Abstract

This research examines the intricate relationship between individual ambidexterity, innovation, and firm performance in the Indonesian life insurance industry. Ambidexterity entails the individual's ability to balance exploratory and exploitative knowledge processes effectively. The study aims to elucidate the significance of achieving a harmonious balance between these knowledge processes at the individual level and its impact on innovation and overall firm performance. Using a quantitative research approach, data were collected from 48 participants employed in managerial to board director positions within the life insurance sector in Indonesia. Structural equation modelling (SEM) was employed to analyze the data and explore the interplay between individual ambidexterity, innovation, and firm performance. The findings indicate that individual ambidexterity substantially influences firm performance in the life insurance industry. Individuals' adept at simultaneously engaging in exploratory and exploitative activities contribute to fostering an innovative culture within the organization. This culture, in turn, encourages employees' openness to change and active involvement in seeking novel solutions, leading to improved firm performance in revenue growth and competitive advantage. This study contributes significantly to the academic community by introducing and empirically validating the focal constructs of individual ambidexterity, knowledge-seeking, and knowledge-sharing processes. Furthermore, it emphasizes the pivotal role of innovation in the relationship between ambidexterity and firm performance, providing practical implications for management in the life insurance sector.

Keywords: Controversial Marketing, Purchase Intention, Negative publicity, Negative Word of Mouth, Virtual Market

ABSTRACTS – ID 112

What Are the Factors That Influence Job Hopping Among the Millennial Generation?

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Abstract

The aim of the research is to find out whether there is an influence of Psychological Capital on Job Hopping in Millennial Generation Workers in South Tangerang, to find out whether there is an influence of Work Value on Job Hopping in Millennial Generation Workers in South Tangerang, and to find out whether there is an effect of Psychological Capital and Work Value of Job Hopping in Millennial Generation Workers in South Tangerang. The research method is causal associative with a quantitative approach. The sample used was 202 millennial generation workers in South Tangerang. The sampling technique in this study was a purposive sampling technique. The analytical method used is SEM-PLS which is processed using SmartPLS 4.0 software. The results showed that Psychological Capital had no significant effect on Job Hopping, Work Value had a significant effect on Job Hopping, and simultaneously Psychological Capital and Work Value had an effect on Job Hopping on millennial generation workers in South Tangerang.

Keywords: Job Hopping, Psychological Capital, Work Value.

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