

Book of Proceedings the 6th International Conference on Management in Emerging Markets (ICMEM) 2021

Nurturing New Business Landscapes to Embrace the Next to Normal

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Publisher:

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First Edition, November 2021
ISBN: 978-623-92201-2-9 (EPUB)

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Preface



On behalf of the conference organizing committee, we are blessed and thankful for your kind support for the success of the 6th International Conference on Management in Emerging Markets 2021, i.e., ICMEM 21. In total, there were over 500 registrants who submitted their papers, and less than half of them were accepted for either oral or poster presentation sessions. We are honored to welcome international participants, including Japan, the United States of America, the United Kingdom, Australia, Malaysia, Thailand, the Netherlands, and Indonesia.

“Nurturing New Business Landscapes to Embrace the Next Normal” is the conference theme. As society has been thriving to survive the COVID-19 pandemic, we hope this conference can stand as a co-creation platform where academics, business, government, and society exchange valuable ideas for the betterment of business and management science. ICMEM 21 was filled with exciting activities such as keynote speeches, panel discussions, research oral and poster presentations, and gamification-based virtual social sessions. In addition, we added fun workshops, such as cooking, yoga, and self-awareness, led by prominent public figures. We believe work-life balance is an important component of excellent performance. Moreover, we also offer novelty utilizing a novel 3D conference platform developed in-house on our campus.

In line with SBM-ITB’s commitment to excellence, ICMEM 2021 welcomed top-notch speakers: the Rector of Institut Teknologi Bandung, Prof. Reini Wirahadikusumah, Honorable Ministers of the Republic of Indonesia: Minister of Cooperatives and Small Medium Enterprises, Drs. Teten Masduki, Minister of National Development Planning, Dr. Ir. H. Suharso Monoarfa, Minister of Tourism and Creative Economy, Dr. H. Sandiaga Salahuddin Uno, B.B.A., M.B.A. We also presented prominent academics namely Prof. Ajai Gaur from Rutgers University USA, Prof. Benny Tjahjono from Coventry University UK, Prof. Eric van Heck from Erasmus University Rotterdam NL, Prof. Ian Williamson from University of California Irvine USA, Prof. Kazuhiro Fukuyo from Yamaguchi University Japan, Prof. Suhaiza Zailani from the University of Malaya, Prof. Jamalunlaili Abdullah from the Universiti Teknologi Mara Malaysia, Prof. Amy A. Kim from the University of Washington, USA, and Prof. Sherah Kurnia from the University of Melbourne, Australia. Besides, prominent business leaders were also involved, including the Director of Digital Business of PT.Telkom – Muhamad Fajrin Rasyid, President Director of PT. Pertamina Geothermal Energy – Ahmad Yuniarto, President Director of PT. MRT Jakarta – Bapak William P Sabandar, Managing Director of Grab Indonesia – Neneng Goenadi, CEO of BRI Ventures – Nicko Widjaja, Managing Director for Communications, Media & Technology of Accenture – Seno Soemadji, and COO of MDI Ventures – Sandhy Widyasthana. We are also thankful to have the support of the Chairman of the School of Business and Management. Ultimately, we would like to thank the sponsors: the IEEE, MDI Ventures, Yamaguchi University, and LPPM ITB.

Last but not least, I send my gratitude and appreciation to the organizing committee of this conference for their hard and sincere work in organizing this event. We are humbled by your participation and wishing you a rewarding and memorable experience at this conference. Once again, thank you.

Warm regards,

Meditya Wasesa, PhD
Chairman of ICMEM 2021

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