

ICMEM

THE 8TH INTERNATIONAL CONFERENCE ON MANAGEMENT IN
EMERGING MARKETS (ICMEM) 2024

PROCEEDING BOOK

Embrace Governance and Sustainable Development for Global Impact

Bali, Indonesia

August 28-29, 2024

(Hybrid with both in-person and online paper presentation)

Hosted by



icmem@itb.ac.id

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Proceeding Book of International Conference on Management in Emerging Markets (ICMEM)

**“Embrace Governance and Sustainable Development
for Global Impact”**

The Patra Bali Resort and Villas, Bali

August 28th – 29th, 2024

Publisher:

School of Business and Management, Institut Teknologi Bandung

E-ISSN: 2962-1267

ISSN 2962-1267



Proceeding Book of International Conference on Management in Emerging Market (ICMEM) 2024

“Embrace Governance and Sustainable Development for Global Impact”

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PREFACE



Greetings
Dear Colleagues,

On behalf of the Conference Organizing Committee, we cordially invite you to the 8th International Conference on Management in Emerging Markets on August 28-29, 2024, i.e. ICMEM 2024. ICMEM 2024 is a continuation of seven previous annual conferences organized successfully by the School of Business and Management, Institut Teknologi Bandung, since 2016.

Building on the success of previous meetings, the theme for 2024 is “Embrace Governance and Sustainable Development for Global Impact”. The theme of ICMEM 2024 was carefully chosen to underscore the pressing need for integrating the principles of good governance and sustainable development into modern business practices. Strong governance is the foundation for businesses to operate ethically, transparently, and responsibly. Meanwhile, sustainable development emphasizes balancing economic growth with environmental protection and social welfare. ICMEM 2024 is also designed to address business challenges and foster sustainable, innovative solutions. We believe that through cross-sector collaboration, we can create a transformative impact on society and industry. To expand the reach and scientific contribution, this year ICMEM collaborated with AESCS workshop 'Agent-based Approaches in Economic and Social Complex Systems' organized by Pan-Asian Association for Agent-based Approach in Social Systems Sciences, Japan. Thus, various researches in the field of social systems sciences related to sustainability issues and practices can be presented and enrich the program.

Over the course of two days, the ICMEM 2024 conference will feature various engaging activities. These include interesting sessions, parallel sessions, workshops, and panel discussions, all designed to foster knowledge exchange and collaboration. The conference will culminate in a closing session, where the best contributors will be recognized. Notably, the main speakers will include ministers, company CEOs, and leaders who have been honored with the Environmental, Social, Governance (ESG) Award by SBM ITB in January 2024.

Warm Regards,

Yuliani Dwi Lestari, Ph.D
Organizing Committee Chair

ICMEM 2024

CONFERENCE PROGRAM OUTLINE

DAY 1 Wednesday, August 28	DAY 2 Thursday, August 29
<p>PLENARY SESSION (9:00 – 10:15 Central Indonesia Time Zone)</p> <p>Welcoming Speech Host - Deddy Priatmodjo Koesrindartoto, Ph.D</p> <p>Prof.Dr. Ir. Ignatius Pulung Nurprasetio, M.SME. Dean School of Business & Management</p> <p>1st Keynote Speaker Speech Prof. Dr. Ir. Dermawan Wibisono, M.Eng</p> <p>2nd Keynote Speaker Speech Prof. Toshiya Kaihara</p> <p>BREAK (10:15 – 10:30 Central Indonesia Time Zone)</p> <p>PANEL SESSION (10.30 – 12.00 Central Indonesia Time Zone) Host - Deddy Priatmodjo Koesrindartoto, Ph.D</p> <p>1st Panel Speaker Speech Rahmat Pribadi</p> <p>2nd Panel Speaker Speech Prof. Mark Gilman</p> <p>LUNCH BREAK (12:00 – 12:45 Central Indonesia Time Zone)</p> <p>PARALLEL SESSION OPEN (12:45 – 15:15 Central Indonesia Time Zone)</p> <p>Virtual Parallel Session Virtual A1 – Sustainability Virtual A2 – Business Strategy and Marketing Virtual A3 – Business Risk and Finance Virtual A4 – Business Strategy and Marketing Virtual A5 – Operation and Performance Management Session A6 – Sustainability Virtual A7 – Business Risk and Finance</p> <p>Onsite Parallel Session Tabanan Room – Sustainability Jembrana room – Sustainability</p>	<p>PANEL SESSION (8:45 – 10:30 Central Indonesia Time Zone) Host - Oktofa Yudha Sudrajad, Ph.D</p> <p>3rd Panel Speaker Prof. Suhaiza Zailani</p> <p>4th Panel Speaker Dr. Jamshed Ali</p> <p>5th Panel Speaker Prof. Togar Mangihut Simatupang, Ph.D</p> <p>BREAK (10:30 – Cental Indonesia Time Zone)</p> <p>PARALLEL SESSION OPEN (10:30 – 12:30 Central Indonesia Time Zone)</p> <p>Virtual Parallel Session Virtual B1 – Business Strategy and Marketing Virtual B2 – Business Strategy and Marketing Virtual B3 – Sustainability Virtual B4 – Sustainability Virtual B5 – Sustainability</p> <p>Onsite Parallel Session Tabanan Room – Sustainability Jembrana room – Sustainability</p> <p>LUNCH BREAK (12:30 – 13:15 Central Indonesia Time Zone)</p> <p>VIRTUAL WORKSHOP SESSION 2 (13:30 – 15:30 Central Indonesia Time Zone)</p> <p>Publication Strategy Prof. Vipul JAIN & Prof Benny Tjahyono</p> <p>BREAK (15:30 – 15:45 Central Indonesia Time Zone)</p> <p>HYBRID WORKSHOP SESSION 1 (15:30 – 18:00 Central Indonesia Time Zone)</p> <p>Environmental, Social and Governance Workshop Assoc.Prof. Yunieta Anny Nainggolan, Ph.D Sonya Mamoriska Harahap</p>

DAY 1 Wednesday, August 28	DAY 2 Thursday, August 29
BREAK (15:15 – 15:30 Central Indonesia Time Zone) HYBRID WORKSHOP SESSION 1 (15:30 – 18:00 Central Indonesia Time Zone) Agent-based Approaches in Economics and Social Complex Systems	GALA DINNER (18:00 – 20:15 Central Indonesia Time Zone)

SPEAKERS' PROFILES

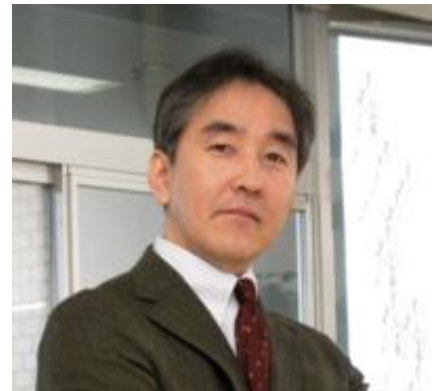


Prof. Dr. Ir. Dermawan Wibisono, M.Eng

Professor Dermawan Wibisono is a Professor of Operation and Performance Management at ITB, specializing in corporate performance management, expert systems, and quality management. He holds an Industrial Engineering degree from ITB (1989), a Master's by Research from RMIT, Australia (1999, funded by AusAid), and a Ph.D. from the University of Bradford, England (2003, funded by the Islamic Development Bank). He earned his professorship at ITB in 2012. Professor Dermawan Wibisono has authored numerous influential academic books, such as *Mengelola Kinerja Kementerian* (ITB Publishing, Bandung, 2017), *How to Create World Class Company*, 2nd edition (ITB Publishing, Bandung, 2016), *Mengelola Kinerja Kementerian dan Pemerintahan* (BPFE Publishing, UGM, Jogjakarta, 2016), *Knowledge Based Performance Measurement System* (Lambert Academic Publishing, Germany, 2014). He also has published over 20 papers in international journals and more than 25 conference proceedings. In addition to his academic achievements, he is an accomplished novelist with six published works, one of which has been adapted into a nationally released film.

Prof. Toshiya Kaihara

Professor Toshiya Kaihara is a distinguished academic specializing in system informatics and smart manufacturing. He serves as a professor at the Graduate School of System Informatics and is the Director of the Value Creation Smart Manufacturing Research Center at Kobe University in Japan. He holds a Ph.D. from Imperial College London and both a master's and bachelor's degree from Kyoto University. His research interests encompass multi-scale modeling, social simulation, and resilient supply chain network planning. His contributions to the field have been recognized through various publications and his active participation in academic communities. He has received the Kobe University President's Award (2024) and CIRP Fellowship recognition. His active contributions include serving as a Member of The Engineering Academy of Japan, Representative of The Japan Society for Precision Engineering, Fellow of the Japan Society of Mechanical Engineers and a former President of the Scheduling Society of Japan.





Rahmad Pribadi

Rahmad Pribadi is the President Director of PT Pupuk Indonesia (Persero), a role he has held since July 27, 2023. He earned a Bachelor of Business Administration from The University of Texas, Austin, in 1992 and a Master's degree in Public Administration from Harvard University's John F. Kennedy School of Government in 2013. Prior to his current position, he served as President Director of PT Semen Baturaja (2017–2018), PT Petrokimia Gresik (2018–2020), and PT Pupuk Kalimantan Timur (2020–2023). In addition to his professional achievements, Rahmad holds a Certified Internal Auditor (CIA) designation from the Institute of Internal Auditors, Florida, USA. Beside his professional life,

he is also actively engaged in social initiatives through organizations such as the Eisenhower Fellowships in the USA, the Indonesian Chamber of Commerce and Industry.

Prof. Mark Gilman

Professor Mark Gilman is a distinguished academic and practitioner in economics, specializing in SME performance, growth, and human resource management. He plays a pivotal role within the University of Derby Regional Economic Observatory, where he develops evidence-based insights to influence economic and social policy and fosters collaboration with businesses and national government. Holding a PhD in Industrial and Business Studies and an MA in Industrial Relations from the University of Warwick, along with a BA in Economics and Industrial Studies from the University of Leeds, Professor Gilman has combined his industrial and academic expertise for over four decades to advance organizational growth and performance. Formerly the Director of the Centre for Employment Competitiveness and Growth at the University of Kent and the Centre for Enterprise, Innovation, and Growth at Birmingham City University, he is also the Co-founder and Director of BIG Associates Ltd, a university spin-out supporting business development. His research has impacted thousands of SMEs globally through strategic coaching and intervention. Internationally, he has conducted extensive research in France, Canada, and Indonesia, collaborating with universities, policymakers, and business associations. Professor Gilman is a member of the Institute for Small Business and Entrepreneurship and the British Academy of Management, with significant industry experience working with organizations like Boots PLC, Barclays Bank, and British Airways.





Prof. Suhaiza Zailani

Professor Suhaiza Zailani, a distinguished scholar in Supply Chain Management, serves at the Faculty of Business and Economics, University Malaya. She earned her PhD in Management Science from Lancaster University, UK, and has held key leadership roles, including Head of the Training Section, Deputy Dean of Postgraduates, and Director of the University of Malaya Entrepreneurship Center (UMEC). Her research focuses on sustainability issues within supply chains, and she is currently an editor of the Decision Analytics Journal. With over 200 published papers in high-impact journals, her contributions to Operations Management are widely recognized. Her citation metrics include an ISI H-Index of 36 (4,648 citations), Scopus H-Index of 41 (6,523 citations), and Google Scholar H-Index of 60 (14,100 citations). She has received several prestigious awards, including the UM Distinguished Researcher Award in 2016 and the Emerald Literati Network Awards for Excellence in 2016 and 2019. In both 2021 and 2022, she was honored as one of the Top 80 UM Researchers and ranked among the World's Top 2% of scientists by Stanford University, where she was notably the only representative from the arts discipline.

Dr. Jamshed Ali

Dr. Jamshed Ali is a dedicated academic and seasoned professional specializing in finance, climate sustainability, and governance. Currently serving as the Assistant Professor and Head of the Initiative for the JS Chair on Sustainable Finance & Fintech at the School of Management Sciences (SMS), Beaconhouse National University (BNU). Dr. Jamshed holds a PhD in Management Sciences with a focus on Finance and has over a decade of experience spanning academia and the development sector. He has contributed significantly to planning and development initiatives, including consulting for the CDLD project, and has served as an Assistant Professor at the Metropolitan School of Business and Management. His expertise in climate finance, sustainable development, and governance is reflected in his research and policy work, including the publication of influential papers on carbon pricing. Dr. Jamshed's recent roles include serving as a Climate Finance Specialist with a GCF-accredited organization (July 2023 – February 2024) and as an Assistant Professor at a UK-based Business School (September 2022 – February 2024). His commitment to advancing sustainability and innovation is further underscored by his role as a reviewer of esteemed academic journals.





Prof. Togar Mangihut Simatupang, Ph.D

Professor Togar Simatupang is a Professor of Operations and Supply Chain Management at the Bandung Institute of Technology (ITB), Indonesia. He earned his PhD from Massey University, New Zealand. Renowned for his expertise in supply chain management and creative industry development, Professor Togar Simatupang has contributed to significant research projects, including mapping Indonesia's creative industries and developing roadmaps for creative economies in West Java, Bandung, and Jakarta. He collaborates with organizations like the Indonesia Logistics Association and the Bandung Creative City Forum to foster creative industry growth. His research focuses on supply chain collaboration, inventory models, operations management, and the creative economy. His work has been published in leading journals, such as the *International Journal of Logistics Management and Supply Chain Management: An International Journal*, and presented at national and international conferences. Among his accolades, Professor Togar Simatupang received the Emerald Literati Network Award (2006) for outstanding research and the Endeavour Award (2008) from the Australian Government for postdoctoral studies at the University of Newcastle.

SCIENTIFIC COMMITTEES

Name	Affiliation
Prof. Manabu Ichikawa	Shibaura Institute of Technology, Japan
Prof. Suhaiza Zailani	University of Malaya, Malaysia
Ky Phuc Phan Nguyen, Ph.D.	International University-Vietnam National University, Vietnam
Bunjira Makond, Ph.D.	Faculty of Commerce and Management, Prince of Songkla University, Trang, Thailand
Andreas Schwab, Ph.D.	Department of Marketing and Management, Iowa State University, United States, United States
Prof. Kazuhiro Fukuyo*	Management of Technology, Yamaguchi University, Japan
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Dr. Ali Abbas	Beaconhouse National University, Pakistan
Dr. Ahsan Ahmad	Beaconhouse National University, Pakistan
Dr. Muhammad Z	Beaconhouse National University, Pakistan
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Prof. Utomo Sarjono Putro	School of Business and Management, Institut Teknologi Bandung, Indonesia
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Dr. Suddin Lada	Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah

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