

11th International Conference on Entrepreneurship (ICOEN) 2024 Conference Day 1 : Oct 30, 2024

Time	Agenda
08.00-09.00	Registration and coffee break 1
08.30-09.00	Open Zoom
09.00-09.05	Welcoming MC
09.05-09.08	National Anthem of Indonesia
09.08-09.11	Hymne of Universitas Ciputra
09.11-09.15	Opening Prayer
09.15-09.25	Welcoming Speech from Conference Chairman
09.25-09.35	Welcoming Speech from Dean of School of Business and Management
09.35-09.45	Welcoming Speech from Rector of Universitas Ciputra
09.45-10.20	Keynote Speaker 1: Mr. Suripno <i>Vice President Sustainability Strategy PT Pertamina</i>
10.20-10.55	Keynote Speaker 2: Prof. Dennis Cheek <i>Dean School of Entrepreneurship and Humanities, Universitas Ciputra</i>
10.55-11.30	Keynote Speaker 3: Prof. Tsair-Wang Chung. Ph.D <i>Director Center for High-Value Industry Promotion, Chung Yuan Christian University</i>
11.30-12.00	Q&A Keynote Speakers 1-3
12.00-12.15	Certified, thank you gift and photo group
12.15-13.15	Lunch Break
13.15-13.25	Welcoming session after lunch
13.25-13.40	Certificate awarding for Co Hosts
13.40-14.15	Keynote Speaker 4 : Elvia R. Shauki, Ph.D. <i>Senior Lecturer University of Indonesia, Member of the Sustainability Standards Board IAI</i>
14.15-14.50	Keynote Speaker 5 : Associate Prof. Dr. Elisha Nasruddin <i>Green Business Specialist, Universiti Sains Malaysia</i>
14.50-15.25	Keynote Speaker 6 : Dr. Trianggoro Wiradinata, S.T., M.Eng,Sc., CDSS. <i>Director Apple Developer Academy, Universitas Ciputra</i>
15.25-15.55	Q&A Keynote Speech 4-6
15.55-16.10	Certified, thank you gift and photo group
16.10-16.20	Closing Conference Day 1

OFFLINE Presenters & Participants

Venue : DIAN Auditorium (A711)

ONLINE Presenters & Participants

Link zoom day 1:

<https://zoom.us/j/98774459463?pwd=oqKmGgQPO3k8SXUQoTYtleg1SpMkH2.1>

Meeting ID: 987 7445 9463

Passcode: ICOENXI-UC

Please use name: "full name_institution"

**11th International Conference on Entrepreneurship (ICOEN) 2024
Conference Day 2 : Oct 31, 2024**

PARALLEL SESSIONS

OFFLINE

Room : 1031

08.00 – 09.30

Paper Title	Authors
Political, Economic, Social, Technological, Environmental, Legal (Pestel) Approaches In Village Financial Management In Bangka Belitung Islands Province	Rulyanti Susi Wardhani , Darus Altin, Suhdi, Muhammad Qomaruddin Ridwan, Alim Bahri, Muhammad Firki and Putri Ade Fatimah
Tech-Smart Entrepreneurs: Unveiling the Role of Digital Literacy and the Perceptions of IoT and AI in Inspiring Gen Z to Start a Business	Claudia Monica, Roos Kities Andadari , Andrew Thren
The Influence of Employee Productivity and Service Quality in Front Office Department on Job Satisfaction Mediated by Work Motivation in The Hospitality Sector	Rina Pujiati and Romauli Nainggolan
The Influence of Experiential Learning on Elaborating Mindset with Proactiveness as a Moderator Variable	Reita Angela Irawan and Liliana Dewi
The Role of Artificial Intelligence in Achieving Operational Excellence in Business Startups	Eliot Simangunsong , Teddy Trilaksono and Eko Ariawan
Discovering The Power Of Local Wisdom Values As Organizational Culture In A Public Organization: An Exploratory Study	Lio Bijumes and Lieli Suharti

10.00-11.30

Paper Title	Authors
The Mediating Impact of Product Knowledge to the Effect of Brand Ambassador's Influence and Attractive Advertisement toward Intention to Purchase: As Seen in the Evidence from Instagram Ads	Amelia Naim Indrajaya and Husain Nurisman
Outcome Based Contract in Indonesian Dairy Industry: Increasing Smallholder's Bargaining Power	Sri Sulandjari, Roos Kities Andadari , Lydia Ninan Lestario
Enhancing SME Energy Efficiency through Sustainable Finance: a Fuzzy AHP approach	Dety Nurfadilah , Asri Noer Rahmi, Ratu Dintha Insyani Zukhruf Firdausi Sulaksana

ONLINE

08.00 - 11.00

Link zoom day 2:

Zoom Meeting ID : 96069467174

Zoom Meeting Password : 776097

Please use name: “full name_institution”

The Host will assign you to the breakoutroom

Room 1

Paper Title	Authors
Effect of Trading Days on Returns of Precious Metals and Stocks during Covid-19 Pandemic and Russia-Ukraine War	Arif Yunanto, Robiyanto , and Harijono
The Pandemic Paradigm: Decoding Intellectual Capital's Influence On Indonesia, Thailand, And Philippines' Profitability	Laurentia Yuke Elsinta and Maria Asumpta Evi Marlina
Diverging Economic Indicators in Yemen (2019-2023): A Comparative Analysis of Regional Disparities	Ramz Iabdullah Ahmed Hassan
Short-run and long-run monetary determinants effect Broad Money in Malaysia – strengthening Central Bank policies for SDG1	Abd Hadi Mustaffa , Putri Nur Afiqah Mohd Nizam
Creative Economy-Based Tourism: The Role of Stakeholders in the City of Denpasar	I Made Kusuma Negara, I Nyoman Sunarta, I Nyoman Sudiarta and I Gusti Putu Bagus Sasrawan Mananda
Analysis Of Market Segmentation Based On Geographic, Demographic, Psychographic, And Behavior In Cv Hoeda Kharya Santoesa	Miftakh Nur Huda Maulana & Christina Whidya Utami
Exploring the Interest of Migrant Workers in Construction at PT Adi Daya Lestari, Wasior, West Papua	Leonard Prasetyo & Teofilus
Analysis Of Consumer Perception Factors That Influence The Choice Of Wolfgang Puck Restaurant At I Gusti Ngurah Rai International Airport	Norma Wirasti & Thomas Stefanus Kaihatu
The Effect Of Physical Servicescape, Social Servicescape And Customer Satisfaction On Repurchase Intention In Food And Beverage Industry	Mellisa Honesta & Tommy C. Efrata
The Impact of a Broken Home on Family Business	Duncan Shawn Sumartlie and Hermeindito

Room 2

Paper Title	Authors
Integrating city and village potential as a strategy for building the image of a sustainable tourism destination: a systematic review	I Nyoman Sudiarta , I Made Kusuma Negara, Putu Agus Wikanatha Sagita and Ni Luh Kadek Laksmi Wulandani
Brand Activism Strategy to Improve Brand Perception: A Case Study of Environmental Activism at Manuelle	Augita Putri Roadiastuty & Elia Ardyan
Women's Entrepreneurship In Managerial Competencies And Business Challenges.	Rosman Bin Karim

Paper Title	Authors
Analysis of Leadership Style and Work Environment on Employee Performance Mediated by Job Satisfaction at Surabaya Orthopaedic and Traumatology Hospital	Teddy Tandiono & Thomas Stefanus Kaihatu
The Effect of Strategic Leadership, Good Corporate Governance and Open Innovation on Family Business Sustainability in Java Island with Sustainable Competitive Advantage as an Intervening Variable	Rio Antoni & Daniel Kurniawan
The Effect of E-Servqual and Perceived Value on Customer Satisfaction with Trust and Perceived Usefulness as Moderating Variables (Case Study on Halodoc Application Users)	Firda Rizki Putriana & Tommy Christian Efrata
The Effect of Transformational Leadership on Openness to Change with Organizational Trust as a Mediation	Brian Gregory Adhihendra and Dea Farahdiba
Application Of Standard Operational Procedures To The Performance Of PT Satu Roda Indonesia Employees	Vivanda Ahmad Satria & Timotius Febry Christian

Room 3

Paper Title	Authors
The Influence Of Work Experience, Independence, Objectivity, Integrity, And Competency On Audit Quality	Febiola Rambu Patti, Yusef Widya Karsana , Anastasia Filiana Ismawati
Investigating The Pressures Impact On Financial Statement Fraud In Construction Industries In Indonesia	Siti Fatimah Mohd Kassim , Rami Basallom Salmeen Mohammed, Ahmad Haruna Abu Bakar, Kartika Rachma Sari, and Cahaya Ananda Putri
Uncovering The Triadic Relationship: Ic, Profitability And Sustainability Reporting In Southeast Asian Companies	Madeline Renata and Maria Asumpta Evi Marlina
Internet Bond: A Decentralized Investment	Yedija Salventimus Mboeik , Robiyanto
The Influence Of Understanding And Knowledge Of Taxes, Taxpayer Awareness, And Understanding Of Tax Sanctions On Sme Taxpayer Compliance In Paying Taxes	Laurent Sandy Lusi Dawan, Yusef Widya Karsana, and Anastasia Filiana Ismawati
Testing Factors Influencing Students' Willingness to Invest in Stocks	Hetty Tunjungsari, Johny Sudharmono, Chiara Yukianti, Salsabilla Buana
The Effect of Incentives, Customer Relationship Management, and Teamwork on Employee Performance Through Mediation of Employee Motivation of PT. Dam	Benedict Deo Tanasha & David Sukardi Kodrat
The Effect Of Production Costs, Land Area, Selling Prices On The Income Of Copra Farmers (Case Study Of Farmer PT. Argantara Jaya Indonesia)	Buyung Kusuma Soebekti & Thomas Stefanus Kaihatu

Room 4

Paper Title	Authors
Literature Review Online Compulsive Buying	Jeanne Pujianto and Elisabet Septiari
Determining Factors of Choosing a Stay in Homestay at Lombok Island	Hetty Karunia Tunjungsari, Rorlen Rorlen, Chiara Rizka

Paper Title	Authors
	Yukianti, Salsabilla Marthsa Buana
Choosing A Golf Course In Jabodetabek: The Impact Of Marketing Mix On Customers Intentions And Purchasing Decisions Moderated By Social Networking	Yulita Fairina Susanti and I Made Yatna
Domestic Youth Travelers In Bali: Exploring Social Media's Role In Self Congruity And Intention To Revisit	Ni Gusti Ayu Susrami Dewi and Ni Luh Kadek Laksmi Wulandani
The Effect of Content Marketing and Electronic Word Of Mouth on Purchase Intention Mediated by Brand Image on Instagram Social Media Hmns	Tasya Amarta & Helena Sidharta
The Influence Of Brand Image, Product Quality, Promotion, And Influencer Marketing On Interest In Purchasing Online Fashion Streetwear Products. Case Study: It's B Apparel	Naufal Hilmy Fauzan & Denny Bernardus
The Effect of WOM and Service Quality on Customer Satisfaction Mediated by Purchasing Decisions Jait Konveksi	Made Nanta Arvana Dharma & Thomas Stefanus Kaihatu
Analysis Of Factors Determining Food Purchasing Decisions In Restaurant (Case Study At Marile Takoyaki Restaurant)	Muhammad Afung Ardiles & Damelina Basauli Tambunan
The Impact of Littlenado's Social Media Exposure on Purchase Intention: Mediating Roles of Desire to Mimic and Materialism	Septihani Michella Wijaya, Jia Shan Yang, Jing Yu Xie, Hetty Karunia Tunjungsari

Room 5

Paper Title	Authors
Understanding Behavioral Intention Toward Digital Banking Adoption: A Modified UTAUT Model	Elisabet Septiari and Jhosua Matindas
The Role of Digital Resilience, Digital Reputation, and Algorithmic Management in Shaping Entrepreneurial Success: Insights from the Gig Economy in Manado, Indonesia	Agung Stefanus Kembau, Arief Perdana Kumaat, Felliks Feiters Tampinongkol, Christian Haposan Pangaribuan
Enhancing Tourist Experience in Bali through Blockchain Integration: Opportunities and Challenges in Payment Systems, Reservation Management, and Feedback Handling	I Gusti Putu Bagus Sasrawan Mananda, Yohanes Kristianto, I Gde Ketut Warmika and I Nyoman Sudiarta
Analysis of the Influence of Money Belief on Educational Entrepreneurship Decisions in the Film Little Women	Mariani Getricen, Ilsa Haruti Suryandari, Agustinus Tri Kristanto
User Acceptance Testing Of The Nutricam Application Using The Theory Of Acceptance And Use Of Technology 2 (Utaut 2)	Jeremy Ernesto Sean Wahono & Tony Antonio
Analysis Of The Impact Of Product Availability, Product Innovation, And Product Diversification On Sales Performance Of Smes In The Food And Beverage Sector In Surabaya City With Digital Literacy As A Mediating Variable	Nicholas Michael Phieter & Damelina Basauli Tambunan
Analysis Of The Influence Of Product Quality And Service Quality On Customer Loyalty Through Customer Satisfaction As A Mediation Variable For Ud Padma Nadi's Consumers	I Putu Indra Ariestha Putra Utama & Thomas Stefanus Kaihatu

Paper Title	Authors
The Influence Of Influencer Marketing And Content Marketing On Purchasing Decisions Mediated By Brand Trust On Tiktok Mykonos Perfume Social Media	Adena Cordelia & Helena Sidharta

Room 6

Paper Title	Authors
Entrepreneurial Intention Among University Students in Shah Alam	Masrul Aine Khalid , Siti Roshaida Abd Razak, and Hasrina Mohammad Rafi
Effectiveness of Entrepreneurship Practice Education in Encouraging Students' Career Intention Choices as Entrepreneurs	Sri Sulandjari dan Jimmy Aula
Evaluating Higher Education Service Quality (HESQUAL) and Its Role in Shaping Recommendation Behavior Among Undergraduate Business Students	M. Fikri Yudha Pratama, Liza Agustina, Maureen Nelloh Sasotya Pratama
The Examination of Reasoned Actions Theory in Financial Behavior towards Entrepreneurial Interest	Dhias Noberta Widinata and Francisca Reni Retno Anggraini
The Influence Of Service Quality On Customer Confidence Through Customer Satisfaction As A Mediation Variable At Aqiqohkita	Rifatus Sholihah & Thomas Stefanus Kaihatu
The Effect Of Customer Value And Customer Experience On Customer Loyalty Through Lokatara Customer Satisfaction (PT Lokatara Karya Indonesia)	Maghfirah Aginda Putri & Daniel Kurniawan
The Influence Of Mediation Of Logistics Service Quality, Service Cost, Customer Satisfaction, And Dependence On Customer Loyalty In Container Shipping Industry	Agatha Kezia Caterina & Tommy C. Efrata
Feasibility Analysis of Establishing a Linen-based Clothing Brand Business 'Kio Studio' as a Form of Business Development of the Brand 'Kato+	Aldian Muhammad R & David Sukardi Kodrat

ONLINE – ICOEN for Undergraduate Students (UC)

13.00 - 16.00

Link zoom day 2:

Join Zoom Meeting

Zoom Meeting ID : 94116109162

Zoom Meeting Password : 457413

Please use name “full name_prodi” example : Daniel Kurniawan_IBM-RC

The Host will assign you to the breakout room

Room 1

Paper Title	Authors
ChatGPT in Academia: Analyzing Factors Affecting Students' Adoption Intentions	Frances Tuesday Whyte, Yuli Kartika Dewi, Andrew Wibisono, and Anang Abid Muhamad Rouf
The Influence of Tiktok and Shopee E-Commerce Live Streaming on Consumer Behavior From The Perspective Of Compulsive Buying Among Generation Z	Carissa Belluci, Beatrice Michelle Valerie Wibowo, Yuli Kartika Dewi, Abubakar Kaharuddin, and Kurnia Arum Suprobo
The Influence of Intimacy on Avoidance Conflict Resolution in Dating Relationships Among University Students in Surabaya	Attalia Salwa Sabita Yulianto, Aurel Sukma Ratih, Jessica Claresta Soetiawan, and Rosalinda Febiola Wijaya
The Influence of Board Characteristics on CSR Disclosure: An Empirical Study of Banking Companies in Indonesia	Cherish Sheverine Hariyono and Eko Budi Santoso
Impacts of Nickel Hilirization on Indonesia: Analysis of Nickel Export Ban and Impacts on Indonesia National Economy	Sebastyan Kurniawan, Odilia Keisha Hariyanto, Angeline Santoso, and Andrew Koespianto
Analysis of the Impact of Peer Acceptance and Peer Satisfaction on Friendship Dynamics and Extrinsic Learning Motivation in Adolescents	Abror Nujha, Ivana Gracia Oendoko, Michelle Wirawan, and Michelle Annetta Santoso
Scott Pilgrim Vs. the Impact on Gen-Z	Joan Laurens and Joann Adrien Thamrin
Addition Of Kepok Banana Heart Flour In Making Cookies Seen From Organoleptic Testing	Bonifasius Wiebie and Ilhamni Althaf Abror
Realizing Sustainability: The Adaptive Reuse Approach at Toko Kopi Padma	Marsya Idelia Putri, Tamara Benita Fonda, Devina Maheswari

Paper Title	Authors
	Hidayat, Ardiyanti Dyananing Widi, and Muhammad Ammar Rasyid
Analysis of the Factors That Encourage and Inhibit Individuals from Seeking Counseling	Michelle Annetta Santoso, Aurel Sukma Ratih, Ivana Gracia Oendoko, and Luh Anggik Metriani

Room 2

Paper Title	Authors
The Influence of Brand Image, User Interface, and Product Features on The Interest in Using BCA Mobile Banking (Survey of Bank BCA Generation Z Customers in Surabaya)	Anak Agung Gede Agung Natyaprabu Iswara, Cecilia Permatasari, Jessica Halim, Phelia Livia, and Gabriella Giovani
The Composition Of Aron Flour And Bogor Bean Flour In The Creation Of Spongecake Products Reviewed From Organoleptic Tests	Radinka Ravee Hanan and Sallis Bahihaqi Haqieqi
Is The Food and Beverage Business a Cheat Code? An Economic Analysis of Opportunities in Sambikerep, Surabaya	Feodora Elysia Cintana Peery, Jimmy William, Nicholas Tjhi, Salma Nafiisha, and Ahmad 'Arif Billah
Environmental Graphic Design in Commercial Interior : The Case of Pakuwon-Supermal Surabaya	Elizabeth Christy Yauwerissa
Comparing the Effects of Gojek & Tokopedia Merger with Tiktok's Acquisition of Tokopedia on Indonesia's Economy	Darren Kelvinanto Samadikun, Angelica Dianela Gunawan, Lindsey Brittany Phandy, and Danica Eileen Harianto
Does Gender Matter? Examining the Relationship Between Board Diversity and Tax Avoidance	Nicklaus Stanley and Luky Patricia Widianingsih
The Influence of Fear of Missing Out (FOMO) and Hedonism Towards Impulsive Buying Behavior Among Female University Students Using The Shopee Apps	Chaterine Carol Setyawan, Rahmi Fakhirah Qurratu'ain, Joaneaster, and Shannon Chrestella Valencia

Paper Title	Authors
Mobile Application Development for Promotion of Healthy Eating Lifestyle in Indonesia	Sophia Madlentsy Tambunan
Promoting Aceh Through Digital Storytelling: A Webcomic Approach	Cut Shakira

Room 3

Paper Title	Authors
The Impact of Gamification, Perceived Enjoyment, and Reward Satisfaction on Repurchase Intention	Erica Destiani, Annette Gabriella, and Adrie Oktavio
Sunkies Bakery's visual identity design to increase brand awareness among Generation Y	Laurencia Feilyn Sulaiman
The Impact of Entrepreneurial Education on Declining Student Engagement	Michelle Angelina, Raff Melvern Surya Gunawan, and Gallen Pho
Cultural Heritage in the Workplace: The Integration of Surabaya Batik in Classic and Modern Work Attire	Natasya Angeline, Jesslyn Johanna Kurniawan, Sebrina Yang, and Ingwei Flora Sharon Sitorus
The Business Of Cleaning: An Economic Analysis Of A Shoes Laundry Business In Lakarsantri, Surabaya	Yohanes Vincent Wijaya, Caelan Clarence Gunawan, M. Nasrulloh Ramadhany, I Gede Yudhistira Darmaputra, and Feng Jieke
Exploring Market Opportunities for Boarding Houses in Lakarsantri	Thaddeus Reyhan Angdhinanto, Clarista Letitia Birawa, Gabriella Wenny Gracia, Wahyudi Sugiarto, and Michael Frederick Wonges
The impact of digital transformation on MSMEs in Indonesia using technology	Amy Morgan and Celine Winardy
Innovative Marketing Approaches to Counteract Price Competition in Fashion Industry	Ingwei Flora Sharon Sitorus, Jesslyn Johanna Kurniawan, Elaine Boediono, Natasya Angeline, and Ciawita Atmadiratna Lautama
Blockchain for Public Funds Transparency: A Novel Approach to Combat Corruption in Indonesia	Ni Wayan Ardini Pujiastuti Ronthi, James Reynardi

Paper Title	Authors
	Tjoeatmadja, and Titania Rendy Callista
Exploring Economic Opportunities in Sambikerep's Laundry Sector : Is It Time to Dive In?	Putu Lucia Amanda Mahadewi, Putu Karina Awasti Sri Radherani, Fabian Emanuel Rahendra, Alexander Jovan Purnama, and Hans Christian Indrata

Room 4

Paper Title	Authors
Utilizing Cultural Inclusivity as Attraction to Increase Commercial Games' Locals & Foreign Players	Fenie Fedora Wijaya and Gracelyn Elizabeth
Commercialization of Toraja Culture Through the Design of Ready-To-Wear Fashion Products	Caroline Devina Gunawan and Weda Githa
Utilization of Denim Waste for Men's Streetwear Design Incorporating Jogakbo and Stitching Technique	Lawrence Lawson Djati Utomo and Marini Yunita Tanzil
Factors Influencing Repurchase Intention in Fine Dining Restaurant in Surabaya	Maria Imaculata Louisa Sunarta, Joseline Grace Cecillia Hariyono, and I Dewa Gde Satrya
Physical and Social Factors Affecting Place Attachment in Padma Cafe Tunjungan Surabaya	Kelly, Maria Louisa K. P. S., and Jeceline Candy K
Health Consciousness, Food Safety Concern, Perceived Value and Consumer's Purchase Intention Towards Organic Food	audrey carissa chandra and Petra julianto
Merakit: A Solution to Prevent Stunting through Pre-Marital Health Preparation	Kezia Mirella Yung, Nafisa Azka Aurora, Putu Kayana Eka Apsari, Nabila, and Nadila
The Influence of Photo and Video Sharing on Social Media on Consumer Buying Behavior	Kezia Novtavia Sugiharto, Joceline Eloysa, Auditia Setiobudi, and Timotius Febry Christian
The effectiveness of social media based on photo and video sharing towards onlinepurchase intention	Ni Luh Putu Andini Kusuma Putri Darsana, Febiola, Auditia Setiobudi, and Timotius Febry Christian

Paper Title	Authors
The Influence of Social Norm, Perceived Usefulness and Ease of Use on Gen Z: Study on Customer of Tokopedia Platform in East Java Indonesia	Tyaga Adinata Povannes, Yeshua Austin Harvey Choa, Fevrier Eunike Wewengkang, Lufi Mei Arti, and Reza Apriliadi

Room 5

Paper Title	Authors
Unleashing Charisma: The Impact Of Bing Dwen Dwen On National Identity And Tourism In China	Lovjoyla Belinda Lennial and Selena Cheryl Willyam
Environment Analysis : The Influence of Cafe Design on Customer Behavior at Padma Cafe, Surabaya	Ni Nyoman Pande Tri Ananda, Brittany Vanessa Sianto, and Faridatuz Zahroh
Analysis on the Influence of Perceived Benefit and Attitude toward Staycation Intention in Surabaya	Gabriel Michelle Wibisono and Erris Kusumawidjaya
Creation of Sponge Cake from Carrot Powder and Pumpkin Powder Evaluated through Organoleptic Testing and Nutritional Content	Kenzie Felicia
ESPOIR: Exploring the Economic Pulse of a Thriving Hair Salon Business in Sambikerep	Evangeline Beatricia Liyanto, Sydney Felicia Halim, Florencia Pandorra Sutiono, Vanessa Angelica Pribadi, and Edwald Jamsa
The Impact of Jealousy on Relationship Satisfaction in Long-Distance Couples	Faith Abigail, Ferrero Sugiharto, Tatang Abiel David, Jocelyn Wuisan, and Kent Giovano Irawan
Exploring business opportunity car wash in G walk	Andi hardianto, Mohammad angga dwi saputra, Arbay bahihaqi haqieqi, Carson jonathan mulyo, and Davin nicola tandean
What Makes Billiard Spots So Popular? Is There Any Space for New Billiard Businesses to Enter The Saturated Market?	Gavin Ferandy Wijaya, Richard Bennett Su, Marviello Maximillian, Matthew Jason Keito, and Dylan Marvin Tan

Paper Title	Authors
Carbon Pricing for a Net-Zero Future: Tax or Trade?	Kenley Maccauley Riyono and Luky Patricia Widianingsih
Service Quality Influence On Repurchase Intention, Through Customer Satisfaction Mediation: Indonesia Music Studio Perspective.	Michelle Angel and Aventino Jonathan Farrell

Room 6

Paper Title	Authors
Analysis of the Unilever logo in terms of design psychology theory	Kevin Tamsil, Frans Gunawan, Daniel Alfairgo Avielto, Kevin Hamfri, and Calista Natasha Martahadi
The Duality of Physical and Social Factors based on a Sustainable Place in Toko Kopi Padma Surabaya	Silvano Nathaniel Purnomo, Reeve Ardhana Reswari, and Shannon Valencia Tjongkrominoto,
A Deep Dive Into Market Equilibrium And Elasticity In Tandes District's Stationery Sector.	Jonathan Rayhen Tranggono, Erica Numakura, Habib Ash Shiddiq, Justin Richie Russell, and Gerald Francis Russell
Unlocking Opportunities in Lontar's Car Repair Market : An Economic Evaluation	Charoline Stephanie S., Defano Muhammad Zacky, Aeryn Sonia Valerie, Lavenia Budidarmo, and Felix Thejakusuma
The Digital Revolution in Entrepreneurship: From Garage Startups to Global Enterprises	Felicia Sword
How Trust and Social Media Usability Drive Gen Z's Online Purchases?	Syaiful Anam, Aghnia Kamila Widodo, Dwi Andayani Vita Setyawardani, Audrey Shannen Soetijono, and Rapli Humaedi
The Effect of Performance Appraisal Satisfaction and Pay Satisfaction on Turnover Intention Through Mediating Work Engagement among Millennials Badminton Arena	Atthariq Alkausar Herdiyanto

Paper Title	Authors
Gender Leadership Style In Startup Business: A Study In Indonesia	Lavenia Sentoso Gunarto, Keysia Fayola Irawan, and Ir. Venny Soetedja, M.M.
Analysis Of The Influence Of Brand Image, Product Innovation, Electronic Word Of Mouth, And Relationship Marketing On Customer Loyalty With Mediation Of Authenticity Of Experience At Pizza Hut Ristorante Surabaya.	Celine Patricia Kusuma and Clarissa Limorita

Room 7

Paper Title	Authors
Analysis the Visual and Digital Narrative of the Film “Missing”	Ervin Amando Liang, Jennifer Syallom C, Adeline Yessica Korel, Adelia, and Edison Surya Jaya Tenggrana
The Role of Artificial Lighting in Padma Cafe Tunjungan Surabaya	Felicia Roseanne Sandrea, Monica Laurence Iroth, Michelle Valerie Yus, and Jessica Felicia Setyawibowo
What makes opening a hotel in Genteng district successful?	Josephine Letitia Sutandio, Anabel Christy Soegianto, Jehny Olivia, Laurencia Aurelia Calysta, Patricia Aileen Wijaya
Is there an economic strategy that thrives coffee shops in wiyung?	Aurelia Nesha, Tiffany Cecilia Haliman, Chirzah Ghina Ennafsi, Epifanni Purnomo, and Jocelyn Ann Tjandra
Leveraging Websites as a Strategic Tool to Strengthen and Enhance the Brand Identity of Micro, Small, and Medium Enterprise Owners.	Bryan Nicholas
The Role of Data Analytics in Helping Technopreneurs Make Indonesian MSME More Sustainable	Steven Ongkowidjojo, Marcell Jeremy Wiradinata, Micheila Jimesha, Evelyn Callista Yaurentius, and Angela Melia Gunawan
Review Article: Designing a Healing Model Based on Paintings, Descriptions, and Background Music with a Music Therapy Approach	Laura Angela Hartanto, Felicia Adelyne, and Henry Susanto Pranoto

Paper Title	Authors
Newly opened gym in Sambikerep, Is it succesful?	Michael Sebastian Emmanuel Hendarto, Joyce Lomewa, Kelly Beatrice Widjaja, Joshua Alden Wagiyono, and Fausta Bintang Sanjaya
Determinant of Decision to Visit Semarang City	Bernadet Ekaristi Wibowo, Natascha Venecia, Tan, and Clarissa Listya Susilo