

CONFERENCE PROGRAM BOOKLET

ICOEN THE 12TH
INTERNATIONAL CONFERENCE
ON ENTREPRENEURSHIP 2025

THRIVING IN TURBULENCE: HOW ENTREPRENEURS NAVIGATE DISRUPTIVE GLOBAL CHALLENGES

November 5th - 6th, 2025

Co-Host:



Conference Theme

Thriving in Turbulence: How Entrepreneurs Navigate Disruptive Global Challenges

The 12th International Conference in Entrepreneurship (ICOEN)
School of Business and Management
Universitas Ciputra Campus Makassar, 5-6 November 2025

The world today is no longer what it used to be. Entrepreneurs now operate in an environment shaped by continuous disruption, deep uncertainty, and global interconnectedness. It is increasingly evident that events in one region of the world can swiftly influence other areas, sometimes within days or even hours. For instance, the trade tensions that arose from the tariff policies during the Trump administration had a significant impact on global supply chains, prompting many businesses to reassess and adjust their sourcing and distribution strategies. These developments have highlighted the importance of recognizing that stability may not always be assured.

In Indonesia and many other developing economies, entrepreneurs face another layer of complexity, which is domestic policy uncertainty. Shifting regulations, unclear investment frameworks, and inconsistent enforcement across sectors often hinder innovation and long-term planning. While government support for entrepreneurship continues to grow, the lack of coherent policies, particularly in areas like digital economy, sustainability, and creative industries, creates ambiguity that businesses must constantly navigate.

Beyond geopolitics and policy, the rise of technology, such as artificial intelligence, automation, and platform-based business models, has revolutionized how companies operate. These tools have made it possible for small businesses to scale faster, reach wider markets, and serve customers more efficiently. However, they have also introduced new risks: skills gaps, data privacy concerns, cyber threats, and the increasing pressure to keep up with rapid tech adoption. Entrepreneurs are increasingly required to function not only as business operators but also as technology strategists.

Simultaneously, global concern around sustainability continues to rise. Climate change, social inequality, and resource scarcity are no longer issues

that businesses can afford to ignore. Consumers, investors, and even employees are increasingly holding organizations accountable for their environmental and social impact. This new landscape demands that entrepreneurs rethink their models, not only to create financial value, but also to ensure long-term positive contributions to society and the planet.

With all these changes, one main question arises: how can entrepreneurs not only survive but also succeed? How can they turn problems into chances and create businesses that are adaptable, ready for the future, and strong? These are the key questions at the **12th International Conference on Entrepreneurship (ICOEN XII)**, held by the School of Business and Management, Universitas Ciputra. Since it started, ICOEN has been a lively place for academics, professionals, students, and policymakers to share ideas and build connections that help businesses grow. It is a place where new ideas meet academic knowledge, and where theories are tested in real life.

This year's theme, ***"Thriving in Turbulence: How Entrepreneurs Navigate Disruptive Global Challenges,"*** urges us to face complexity with courage, creativity, and collaboration. It reflects a shared commitment to equipping entrepreneurs with the mindset, strategies, and tools needed to lead in a world that demands adaptability, responsibility, and innovation.

With regards,
ICOEN XII Committee

RUNDOWN

Conference Day 1 - Wednesday, 5 November 2025

Keynote Speaker Session

Offline - Dian Auditorium Universitas Ciputra, Makassar Campus

Time (WITA/GMT+8)	Agenda
7:30 - 8:00	Registration
8:00 - 8:30	Open Zoom
8:30 - 8:45	Video and Performance by Traditional Dance UKM UC Makassar
8:45 - 8:50	Welcoming MC
8:50 - 8:53	Opening Prayer
8:53 - 9:02	National Anthem of Indonesia, Philippines and Malaysia
9:02 - 9:05	Hymn of Universitas Ciputra
9:05 - 9:37	Welcoming Speech Session
9:37 - 9:42	Performance by UC Makassar Soloist
9:42 - 9:54	Moderator and Keynote Speaker 1-4 Introduction
9:54 - 10:19	Keynote Speech 1: Dr. Ir. Tony Antonio, M. Eng.
10:19 - 10:44	Keynote Speech 2: Dr. Mavis Chow Poh Ling
10:44 - 11:09	Keynote Speech 3: Dr. Phan Gia Hoang
11:09 - 11:34	Keynote Speech 4: Dr. Eryadi K. Masli
11:34 - 12:04	Q&A Keynote Speech 1-4
12:04 - 12:19	Certificates, thank you gift, and group photo
12:19 - 13:15	Lunch Break
13:15 - 13:20	Performance by Choir UKM Universitas Ciputra Makassar Campus
13:20 - 13:30	After lunch session opening
13:30 - 13:45	Thank you to to ICOEN Co-Hosts - MoU Signing
13:45 - 14:00	Moderator and Keynote Speaker 5-7 Introduction
14:00 - 14:25	Keynote Speech 5: Prof. Dennis Cheek, BA, BS, MA, PhD, PhD.
14:25 - 14:50	Keynote Speech 6: Yonathan Wijaya
14:50 - 15:15	Keynote Speech 7: Prof. Ria Santos Fajilago, DBA
15:15 - 15:45	Q&A Keynote Speech 5-7
15:45 - 16:00	Certificates, thank you gift, and group photo
16:00 - 16:10	Closing Conference Day 1 & Information for Day 2

Zoom Link for online participants in panel session:

Zoom: <https://zoom.us/j/99637361260?pwd=Jz0U3g38ClabegANZEoMrrcBlmoTz5.1>

Meeting ID : 996 3736 1260

Passcode : ICOEN2025

Virtual Background: tiny.cc/VBICOEN

or **Youtube Link:** https://www.youtube.com/watch?v=_2ett4NOIL8

RUNDOWN

Conference Day 2 - Thursday, 6 November 2025
Parallel Session - Hybrid

Time (WITA/GMT+8)	Agenda
7:30 - 8:00	Registration/Open Zoom
8:00 - 11:30	Parallel Session
11:30 - 12:30	Lunch and Closing
12:30 - 18.00	International Community Service in Bantimurung

Presentation Guidelines

OFFLINE PRESENTATION

1. The offline presentation will be held at **Universitas Ciputra, Campus Makassar, Indonesia.**
2. There will be six offline rooms used for parallel session classes.
3. Each session will be moderated by a session chair who will ensure the presentation and Q&A run on time.
4. The presentation time is 10 minutes, followed by 2–3 minutes of discussion or Q&A.
5. The committee will prepare a laptop that can be used by presenters for their presentations. Please submit your ready PowerPoint through this form: <https://forms.gle/xCfwWiX5M4fbqJtj6> by November 3, 2025 (latest).
6. All presenters are expected to be **at their assigned room at least 15 minutes before** their session begins.
7. Certificates will be distributed shortly after the event concludes.

ONLINE PRESENTATION

1. Online presentations will be conducted via Zoom Meeting.
2. Each presenter will be assigned to a specific breakout room according to the parallel session schedule.
3. Each presenter is required to use a virtual background during the conference. The virtual background is attached here: tiny.cc/VBICOEN
4. Each session will be moderated by a session chair who will ensure the presentation and Q&A run on time.
5. The presentation time is 10 minutes, followed by 2–3 minutes of discussion or Q&A.
6. During a presentation, all other participants will be muted to maintain a clear and focused environment.
7. Presenters and participants are encouraged to **turn on their cameras** to promote interaction and engagement.
8. All presenters are expected to be **in their assigned breakout room at least 15 minutes before** their session begins for technical preparation.
9. Certificates will be distributed shortly after the event concludes.

Offline Parallel Session

Room 1 - Room A304 (Offline)
08.00-11.30 WITA (GMT +8)

Num.	Paper ID	Paper Title	Authors
1	ID-030	Impact Investing Readiness in Social Startups in Indonesia: Opportunities and Challenges	Sinar Putra, Sean Wijaya, Valen Turisno
2	ID-034	The Mom Intrapreneurial Path to Work-Life Balance: Examining the Role of Salary as a Mediator	Bellatrix Kezia Debora Mambu, Yuyun Karystin Meilissa Suade, Novieanty Pagiling
3	ID-009	A Moderation Study of Soft Savings and Financial Freedom Among Gen Z Employees in the Philippines	Edriss Josue G. Valiente, Ria S. Fajilago
4	ID-036	The Influence of Shared Leadership on Team Performance Mediated by Trust in Student Union Organization at Ciputra University Makassar	Carolina Novi Mustikarini, Natasha Djajakuslie, Lycia Nafisi
5	ID-024	Technology as a Catalyst for Entrepreneurial Innovation: A Systematic Literature Review	Novita Wulandari, Musdhalifah Armin, Irawati, Elia Ardyan, Afrizal Firman
6	ID-046	From Crisis to Recovery: Exploring Business Resilience Strategies in the Furniture Sector	Riana Amanda, Sokhifatul Mafrudhoh, Anisa, Hilmi Himawan
7	ID-085	The Implementation of SDG Goal 5 Through Visual Design Poster	Pricillia Diva Gowianto, Clarissa Tenggrana, Nurul Azizah Quantum Nada, Kenezhia Elaine Chang
8	ID-010	Sustainable Development through E-Waste Management: Challenges and Incentive Perceptions Among Residents of Manila City, Philippines	Ivan N. Faronal
9	ID-014	Strengthening Workforce Competence in the Philippine Construction Industry: A Transformative Skills Development Framework	Ivan N. Faronal

Room 2 - Room A305 (Offline)
08.00-11.30 WITA (GMT +8)

Num.	Paper ID	Paper Title	Authors
1	ID-001	The SEMARAK Program: A Technological and Educational Innovation to Strengthen Sexual Harassment Awareness and Reporting through the "Suara-Ku" Application	Gerrard Rich Zainal, Stella J. Chandra
2	ID-022	When Will Taxpayers Support Carbon Taxation on Food Waste?: A Psychological Contract Perspective.	Novieanty Pagiling, Bellatrix Kezia Mambu, Nicolas Tjiang
3	ID-011	Synergistic Effects of Social Media Marketing and Product Development on Gen Z Buying Decisions	Jenny Q. Estngor, Lorelyn F. Maraya, Jomar E. Pineda
4	ID-038	Beyond Financial Access: Village Savings and Loan Associations (VSLAs) as Catalysts for Women's Economic and Social Empowerment in South Sulawesi	Ihwana Mustapa, Yuyun Karystin Meilisa Suade, Afrizal Firman
5	ID-041	The Impact of Local Social and Cultural Elements on the Adoption of Digital Payment Technologies among Millennials in South Sulawesi (with Trust as a Mediating Variable)	Monalisa, Asriah Syam, Cipta Perdana, Fia Fauziah, Deasy Widya Hayer, Daniel Chandra
6	ID-044	AI-Powered Decision Support Systems (DSS) for Strategic Business Planning	Lai Mun Keong
7	ID-040	The Dynamics of Financial Industry Competition and Its Implications for Rural Bank/Shariah Rural Bank (BPR/BPRS) and Regional Economic Growth: A Case Study in Makassar	Cindy Yoel Tanesia, Jessenia Odelia Joesran
8	ID-018	The Digital Culinary Chain: Brand Awareness's Contributory Role for Content Marketing's Conversion Power	Jessenia Odelia Joesran, Diva Cantika, Felicia Hamdani, Karenina Tunggal, Erwin Erwin
9	ID-047	Financial Literacy and Financial Performance of Business Owners in Manila, Philippines: An Extension Project Core	Ryan C. Roque

Room 3 - Room A306 (Offline)
08.00-11.30 WITA (GMT +8)

Num.	Paper ID	Paper Title	Authors
1	ID-003	Addressing Pedagogical Barriers in Low-Accreditation Indonesian Schools Through a Digital Collaborative Platform	Andrey Hartawan Suwardi, Kasmir Syariati, Alicia Juanita Lisal, Excel Marcello Parinussa
2	ID-039	Meta-Analysis: The Relationship between Financial Literacy and Investment Decisions: Evidence from 57 Study in Indonesia (2017-2025)	Michael Gregory Yunus, Cindy Yoel Tanesia
3	ID-004	Design and Implementation of a User-Centric Time Management Application Incorporating Behavioral Motivators for Sustained Productivity	Innocentia Handani, Arsyia Aulia Amira, Patrick Shiawase Aruji, Rasya Febrian Dema, Elza Miyori Toding Rante
4	ID-027	A Strategic Framework for the Advancement of Indonesia's Digital Creative Industry	Michael Chandra, Monica Tan, Sriyanah Jurmasari, Tamara Destyani Harun, Muchtar, Afrizal Firman
5	ID-028	A Strategic Analysis of The Vocational Education System in Indonesia: Applying Porter's Diamond and TOWS Approach	Edelshia Salli Padang, Oktaviani Tangkelabi, Jusmiadi, Heri Ilham, Agum Eko Pranoto, Afrizal Firman
6	ID-042	Indonesia and Malaysia E-Commerce: A Bibliometric Analysis and Sustainable Development from 2015 to 2024	Khoong Tai Wai, Tan Houng Chien, Chan Ling Meng, Kumara Adji Kusuma
7	ID-026	An Analysis of Strategic Planning of The Development of Beauty Industry in Indonesia	Lavenia Horas, Syalwah, Nirmala Sari, Hilda Lisarib, Carolina Novi Mustikarini, Afrizal Firman
8	ID-079	Decent Work and Ethical Entrepreneurship Integrating ILO and Islamic Economic Values for Sustainable Growth	Wahyu Akbar, Muhammad Rani, Muhammad Fahreza Setiawan, Muhammad Riza Hafizi, Bagus Achmad Mu'arif
9	ID-035	Knowledge Sharing in Ecoprint SMEs: Innovation and Sustainability Implications	Dyan Fauziah Suryadi

Room 4 - Room A404 (Offline)
08.00-11.30 WITA (GMT +8)

Num.	Paper ID	Paper Title	Authors
1	ID-073	Strategic Planning for the Development of Prefabricated House Construction Industry in Indonesia	Muhammad Rizal, Andi Sani Silwanah, Aldo Valentino Benjamin Puturuhi, Rafiandi Normansyah, Cica Permatasari, Muhammad Farid Natsir, Aditya M Kouwagam
2	ID-019	Optimizing e-Commerce and Digital Marketing: The Effects on Sales Growth of Food-Based SMEs in Makassar	Muh Syulhasbiullah, Michael Ricky Sondak, Amdar
3	ID-020	The Digital Trinity: Influencers, Reviews, and Brand – Quantifying Their Synergistic Effect on FnB Purchase Intention	Trisnawijaya Muh Sa'ad, Yonardi Evi Jayanti, Haeruddin Anastasya Putri, Axelito Denny Eka, Hartanto Denis, Erwin Erwin
4	ID-005	A Mobile Application for Early Detection of Pneumonia in Children in Remote Areas	Leonard Widjaja, Alicia Juanita Lisal, Arnold Nasir, Aurelia Davine Putri Nata, Chaiden Richardo Foanto, Muhammad Habbibie Zikrillah
5	ID-031	From Fame to Regret: Investigating the Impact of Celebrity Endorsement on Post-Purchase Regret through Impulsive Buying	Asriah Syam, Bayi Ananta Nauvan, Monalisa, Sinar Dharmayana Putra, Fadillah Amelia Cantika Putri
6	ID-007	User-Centered Design of an AI-Powered Virtual Wardrobe for Interactive Outfit Coordination	Rigel Sundun Tandilolo, Kasmir Syariati, Henry Bintang Setiawan, Rino Gabriel Pandelaki
7	ID-017	Image Lifts Experiences, Not Bonds: Explaining Gen Z Loyalty in the Starbucks Rewards Program	Natalia Winata, Mayfeline Ludyanto, Tiffanie Selina, Ivana Edgina Tunandar, Gracela Marisa Sanapang
8	ID-008	The Influence of Job Satisfaction and Stress Management on Employee Turnover in the Business Process Outsourcing Industry: A Study of Entry-Level Employees In Pasig City	Roslin Shayne V. Pagas, Mari Shellah Ann T. Pallasigue, Mark Lester C. Passion, Sharmine Jane C. Patriarca, Antonette G. Belago, Allan A. Calderon
9	ID-013	Demand-Driven Human Resource Development of Life Insurance Business in the Philippines for the 21st Century	Allan A. Calderon
10	ID-076	The Effects of Extrinsic Motivation on Job Satisfaction and Organizational Commitment of McDonald's Employees	Maenle Amber G. Mercado, Cedrick C. Gallantes, Eng Hue S. Hong, Allan A. Calderon

Room 5 - Room A405 (Offline)
08.00-11.30 WITA (GMT +8)

Num.	Paper ID	Paper Title	Authors
1	ID-006	CookPedia: Applying the Challenge-Based Learning Framework to Culinary Skill	Vivian Wijaya, Andi Tubagus Faatih Keane Kaylahi Arbini, Fernandes Howard, Wyatt Matthew, Siti Amirah Nathania Fahreza
2	ID-016	Swipe, Stream, and Trust: The New Formula for Fashion Purchase Intentions	Erwin Erwin, Yuyun Karystin Meilisa Suade, Winarto Poernomo, Sinar Dharmayana Putra
3	ID-012	Impact of Product Development and Ethical Marketing Practices on Customer Loyalty in Food and Beverage Startups	Jenny Q. Estngor, Lorelyn F. Maraya, Jomar E. Pineda
4	ID-015	Factors Affecting Firm Value of Green Investment Companies: Evidence from Indonesia	Powell Gian Hartono, Irene Rini Demi Pangestuti
5	ID-023	Ecosystem-Based CRM Integration in Multi-Unit Umrah Enterprises: A Case Study of Tiga Maharewa Group	Harmina, Mustika Kusuma Basir, Fia Fauzia Burhanuddin, Novika Ayu Triany, Novieyanty Pagiling
6	ID-029	An Analysis of Opportunity and Challenge of Daycare Industries in Makassar City	Adella Bellatrix Zephaniah Ganap, Ira Thelessy, Findaria Nur Fidianti, Gabriel Enrico Tanzil, Salmah Sharon, Afrizal Firman
7	ID-037	Determinant of Dividend Policy: Evidence from Agricultural Firms in Indonesia	Powell Gian Hartono, Yuyun Karystin Meilisa Suade, Novika Ayu Triany, Melissa Christina, Novalina Gloria Simanungkalit
8	ID-074	The TikTok Effect: A Structural Analysis of Promotion, Consumer Feedback, and Viral Marketing on Consumer Purchase Intention	Apricilia, Amelia Clarissa Djiwono, Gracyela Eiren Mannasai, Graciely Eiren Mannasai, Yovania Caroline Yo, Cipta Canggih Perdana
9	ID-084	Implementing Sustainable Development Goal Number 5 Through Visual Design-Based Poster Media	Alissa Hamdja, Cecilia Anastasia Limpo, Rachel Harriyanto
10	ID-087	Implementation SDGs Goal Number 14 Through Visual Design-Based Poster Media	Orlando Hideaki Hosal, Vania Holinda, Joveny, Tiffany Wongso, ST. Nur Bulqis Durratul Hikmah
11	ID-197	Quantifying Real-Time Retail Impact: Influencer Mediation in Boosting Fashion Intention	Gefael Triady, Francesco Chandra, Krisna Dharmawan Lionary, Jenifer Mariana Wiasa, Erwin Parega

Room 6 - Room A406 (Offline)
08.00-11.30 WITA (GMT +8)

Num.	Paper ID	Paper Title	Authors
1	ID-002	Integrated IoT and AI Framework for Real-Time Water Quality Monitoring, Automated Feeding, and Disease Detection in Sustainable Tilapia Aquaculture	Anugrah Mariani Pirade, Antonius Indra Dharma Prasetya, Enrico Kevin Ariantho, Andy Wijaya, Juan S. Biantong
2	ID-021	MSME Digital Transformation: Accounting Information Systems and Digital Marketing as Drivers of Financial Performance in Takalar Regency	Fia Fauzia Burhanuddin, Salmah Sharon, Mustika Kusuma Basir, Asriah Syam, Monalisa
3	ID-025	Transformation of BUMDes Human Resources: From Local Managers to Rural Entrepreneurs in the Age of Disruption	Jumardi, Jason Agustinus Priyogo Utomo, Efan James William Chendry, Monalisa, Afrizal Firman
4	ID-083	Financial Literacy and Spending Habits of BSBA Students in PUP Cabiao Campus: Basis for Developing Money Management Programs	Fernando F. Estingor, Jenny Q. Estngor, Lorelyn F. Maraya
5	ID-086	Implementing SDG Goal Number 14 Through Visual Design Poster Media	Varen Gavriel, Vericho Fransischo Tansil
6	ID-068	Trifecta of Motivation on Work Interest at STIE Ciputra Makassar	Sinar Putra, Erwin Erwin, Sean Wijaya, Valen Turisno
7	ID-075	From Value to Velocity: The Role of Hedonic Shopping Motives in Fueling Impulse Buying	Erwin Erwin, Francesco Chandra, Gefael Triady, Fachrul Maulana
8	ID-082	Implementing SDG Number 1 Through Visual Design-Based Poster Media	Audrey Gosal, Clarice Catherine Go , Nabila Afifah Awaluddin, Andi Tenri Luthfia Ramadhani, Surya Suwardaana Dwiputra
9	ID-032	Entrepreneurial Orientation and Sustainable Performance in Indonesian SMEs: Testing a Moderated Mediation Model of Knowledge Management Capability and Environmental Dynamism	Justin Wijaya, Tony Antonio, Adityawarman Kouwagam
10	ID-033	Platform Turbulence and MSME Growth: The Distinct Roles of Entrepreneurial Agility and Innovation Capability	Gracela Marisa Sanapang, Elia Ardyan, Bilyan Putra Sari, Muh. Syulhasbiullah, Justin Wijaya
11	ID-197	When Do Viral Marketing and Social Proof Drive Purchase? The Mediating Role of Fear of Missing Out in Social Commerce	Cipta Canggih Perdana, Sinar Dharmayana Putra, Yuyun Karystin Meilisa Suade, Monalisa

Online Parallel Session

Room 7 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITts7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **7_Name_Institution** and go to breakout room - **Room 7**

Example: 7_Kartikasari Gunawan_Universitas Ciputra

Num.	Paper ID	Paper Title	Authors
1	ID-052	Societal Sustainability through Fintech Adoption: Exploring the Role of Perceived Benefits, Perceived Risks, and Financial Inclusion	Isadora Elgina Pramana, Adi Kurniawan Yusup
2	ID-070	Navigating Environmental Dynamism: How Integration Turns Digital and Adaptive Capabilities into Supply Chain Performance	Bagusranu Putra, Christina Whidya Utami, Murpin Sembiring, Liliana Dewi
3	ID-043	Reinterpreting Physiological Needs: Clothing and the Contemporary Relevance of Maslow's Hierarchy	Tin Shin Thed
4	ID-061	Strategies for Controlling Motion Waste and Food Waste (Case Study of Cafe Korea X, South Jakarta)	Arya Gina Tarigan
5	ID-049	Analysis of Company Reputation and Brand Attachment on Repurchase Intention in a CV GUNUNG MAS: The Mediating Role of Customer Satisfaction and Brand Commitment in East Java	Fransiskus Hartono, Charly Hongdiyanto
6	ID-067	Human-AI Collaboration in HR and The Transformation of Workforce Management	Lilan Lu, Yunus Muhammad Amar
7	ID-055	The Influence of Balance Scorecard and Value Chain on Financial Performance at X University Surabaya	Lim Angelica Putri Santoso, Maria Asumpta Evi Marlina
8	ID-064	Challenges and Opportunities for Industrial Entrepreneurs in an Era of Global Uncertainty: A Management-Based Business Strategy Analysis in the Context of SMEs - A Comparative Case Study of Kedai Halal Cessku and Traditional Lapo Batak Enterprises	Lody Sangap Beckam Aritonang, Netty Laura Simbolon
9	ID-058	A Narrative Review of Consumer Exclusion in Consumer Culture Theory (CCT) Literature	Joseph Robert Daniel
10	ID-080	Transformation and Validity of Contracts in Traditional Market Economic Transactions in The Digital Era	Muzalifah

Room 8 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **8_Name_Institution** and go to breakout room -

Room 8

Example: 8_Kartikasari Gunawan_Universitas Ciputra

Num.	Paper ID	Paper Title	Authors
1	ID-050	The Impact of Brand Awareness, Product Variety, and Store Atmosphere on Consumer Purchase Intentions towards Gen Z for Indomaret in Surabaya: The Mediating Role of Consumer Attitude	Dave Perwata, Charly Hongdiyanto
2	ID-053	Familiness Entrepreneurial Orientations and Family Firm's Performance: The Moderating Role of Social Capital Resources.	Sonata Christian
3	ID-077	Determinants of Entrepreneurial Intention among Malaysian Indian Students: The Role of Attitude, Thinking, and Behaviour	Ravi Nagarathanam, Nurul Farhana Nasir
4	ID-056	The Impact of US-China Trade War on Investment Decision in Indonesia	Jacqueline Valentine Djuandi, Wendra Hartono
5	ID-069	Exploring Green Purchase Intention Using A Systematic Literature Review	Maria Wijayanto, Elisabet Dita Septiari
6	ID-062	Small Capital, Big Steps: The Evolution of Micro and Small Industries Under ISIC Amidst Economic Change	Ktut Silvanita Mangani, Lenny Panggabean, Nabilla Vania Azzahra Licyano
7	ID-059	When Learning Meets Support: Insights from Indonesian Undergraduate Students on the Path from Entrepreneurship Education to Entrepreneurial Intention	Christina, Andreas Budihardjo, Eko Suhartanto, Henry Pribadi
8	ID-065	Acceptance of QRIS Digital Payments by MSMEs in Indonesia: A Systematic Literature Review with a Technology Adoption Approach to Support Local Economic Resilience	Hendra Michael Roy Sembel, Jacquelininda Sandra Sembel, Nova Audrey Maanana, Gloria Priscilla Simorangkir
9	ID-071	Dual Capabilities and Competitive Advantage: An Integrated Model of Entrepreneurial Marketing and Organizational Learning in SMEs Performance	Romy Pramono
10	ID-195	Social Media and Digital Literacy on Cryptocurrency Trust: The Moderating Role of Financial Literacy	Tobing Clairine Cardin, Maria Asumpta Evi Marlina
11	ID-045	Evaluating the Impact of Work Culture on Small and Medium Enterprises in Palangka Raya	Maulana Isnain Sayid, Itsla Yunisva Aviva, Hasnita, M. Zainal Arifin

Room 9 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **9_Name_Institution** and go to breakout room -

Room 9

Example: 9_Kartikasari Gunawan_Universitas Ciputra

Num.	Paper ID	Paper Title	Authors
1	ID-048	The US-China Trade War Issue: Macroeconomic Impact and Indonesia's Export Value	Romauli Nainggolan, Elia Ardyan, Benedecta Nadya Evangelie
2	ID-051	Financial Determinants of Investment Decision-Making in Fraudulent Schemes with Scam Awareness as a Mediating Variable	Adara Mishel Harjanto, Adi Kurniawan Yusup
3	ID-078	Malaysia's Trade Balance and Its Determinants: An Empirical Study from 1983 to 2023	Si-Yin Tan, Yin-Li Tun, Shiau-Ping Chew
4	ID-054	Digital Transformation in Family Business: Adaptation and Collaboration Between Generations in the Face of Technological Disruption	Andrea Gideon, Metta Padmalia, Yoseva Maria, Liza Agustina
5	ID-057	The Effect of TikTok Live Shopping on Consumer Behavior in Surabaya Fashion Industry	Cheerisa Shafani Anataya Prasetyo, Wendra Hartono
6	ID-060	Unpacking The Black Box: How Networking Agility Mediates The Innovation-Export Performance Nexus in Indonesia Exporter Smes	Agoes Junaedy, Thomas Stefanus Kaihatu, Damelina Basauli Tambunan, Murpin Josua Sembiring Gurky
7	ID-063	The Effect of Financial Literacy, Digital Literacy, and Financial Planning on Students' Financial Management Behavior with Family Financial Education as a Moderator	Michael Maralus Pratama Tampubolon, Frangky Sitorus
8	ID-066	Skepticism, Message Engagement and Purchase Intentions: The Role of Construal Level in Brand Campaigns during Global Humanitarian Crises	Shafa Una Putri Purnomo, Dian Purworini
9	ID-072	Linking Entrepreneurial Marketing and Absorptive Capacity to Firm Performance: The Mediating Role of Innovation Capability in SMEs	Budi Setiawan, Burhan Bungin, Wirawan Endro Dwi Radianto, Romy Pramono
10	ID-081	Comparative Study of Vegetable Trading Practices among Banjar, Javanese, and Madurese Traders in Pasar Besar Palangka Raya: An Islamic Business Ethics Perspective	Muhammad Gazali Rahman, Jelita, Haidi Hajar Widagdo
11	ID-196	Digital Marketing Strategies in Attracting Generation Z Students at Private University at Indonesia)	Yaser Arafat

Room 10 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **10_Name_Institution** and go to breakout room - **Room 10**

Example: 10_Kartikasari Gunawan_Universitas Ciputra

Num.	Paper ID	Paper Title	Authors
1	ID-094	The Dynamics of Second-Generation Female Leadership Succession in Family Businesses in the Context of Gender Perspective: The Role of Family Support and Successor Motivation	Wiwin Via Wulan Sari, Tony Antonio
2	ID-098	Designing A Business Development Innovation Strategy Using A Blue Ocean Strategy in the Livestock Industry (Case Study of Mulia Farm Blitar)	Soraya Zulaikhatus Sa'diyah, Eric Harianto
3	ID-106	Analysis and Redesign of the Business Model Using the Business Model Canvas (BMC) Approach for Business Development: A Case Study at Tritya Eye Clinic	Tiara Ayu Pratiwi, Eric Harianto
4	ID-108	Analysis of the Factors Influencing Consumers' Purchase Decision of Galvalum at "Tania Galvalum Store", Gresik	Joseph Richard Hartono, Helena Sidharta
5	ID-088	Business Feasibility Study for the Development of Production Operational Facilities in the Salawati Field in the Papua Region of PT Pertamina EP	Bayu Santi Atmojo, Christina Whidya Utami
6	ID-096	Innovation Strategy Design Using the Blue Ocean Strategy Approach at TB Setia Bakti Store	Priska Angelica Novelian Wibisono, Teofilus
7	ID-102	Optimizing A Sustainable Tutoring Business Model Using the Triple Layered Business Model Canvas Method (Case Study of LBB Griya Kreatif Private Sidoarjo)	Windayati, Eric Harianto
8	ID-104	Consumer Preferences for Arcscent Perfume Products	Roselyn Chandrawijaya, Liliana Dewi
9	ID-092	Conjoint Analysis to Identify GAP Criteria in Beauty Contest Participants' Preferences for Winning the "Prince and Princess of Indonesian Education" Competition	Anggun Elsa Mayanti, Metta Padmalia
10	ID-090	The Phenomenon of Work Environment Change Mediated by Discomfort in Its Influence on Organizational Citizenship Behavior, as well as the Influence and Moderating Role of Organizational Support	Alviano Herbert Menny, Denny Bernardus
11	ID-103	Strategy Formulation to Increase the Number of Patient Visits at the Integrated Specialist Dental Clinic of the Dental and Oral Hospital, Airlangga University	Dyshafilia Charindra, Maria Assumption Evi Marlina

Room 11 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP41Tts7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **11_Name_Institution** and go to breakout room - **Room 11**

Example: 11_Kartikasari Gunawan_Universitas Ciputra

Num.	Paper ID	Paper Title	Authors
1	ID-103	Strategy Formulation to Increase the Number of Patient Visits at the Integrated Specialist Dental Clinic of the Dental and Oral Hospital, Airlangga University	Dyshafilia Charindra, Maria Assumption Evi Marlina
2	ID-089	Analysis of Factors Influencing Investment Decision-Making of Millennial and Generation Z customers at Bank XYZ in Surabaya	Dian Anggraini, Christian Herdinata
3	ID-091	Analysis of User Retention Factors in Mobile-Based Language Learning Applications: A Perspective of the Unified Theory of Acceptance and Use of Technology (UTAUT), Task-Technology Fit (TTF), and Gamification	Cythia Abigail Yulianto, Trianggoro Wiradinata
4	ID-101	The Influence of Perceived Price Fairness on Consumer Loyalty with Consumer Satisfaction as a Mediating Variable (A Study on the Culinary Business Dimsum Jederr)	Vida Saviska, Sri Nathasya Sitepu
5	ID-099	The Influence of Social Influence and Environmental Concern on Green Purchase Intention through the Attitude toward Green Products among Coffee Shop Customers in Surabaya	Ester Angelica Ralahalo, Damelina Basauli Tambunan
6	ID-093	Analysis of Employee Motivation Factors in the Education Sector in Surabaya City	Alexander Hiro Wibisono, Christina Whidya Utami
7	ID-095	Influence of Green Concept Positioning and Consumer Trust on Preloved Clothing Purchasing Decisions on Social Media	Angela Novita, Damelina Basauli Tambunan
8	ID-097	Feminism in the Family Business Succession Process: A Case Study of a Manufacturing Family Business in East Java	Amalia Dinda Nabilah, Hilda Yunita Wono
9	ID-105	Influence of Operational Systems on Customer Satisfaction Through Service Quality and Product Quality as Mediating Variables, and Employee Performance as A Moderating Variable In A Subsidized Property Company (Pt. Elok Sejahtera Indah)	Pradibta Bintang Maulana, Tony Antonio
10	ID-107	Design of Tangible Strategic Asset Measurement Using the Balanced Scorecard Approach: A Case Study of XYZ Real Estate Company	Hongky Zein, Denny Bernardus

Room 12 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITts7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **12_Name_Study Programme** and go to breakout room - **Room 12**

Example: 12_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-127	Business Model Feasibility of Monometer Creative in the Field of Communication	Nurhalida Khumairoh, Tiara Permata Suans, Bella Nathania Oendoko
2	ID-181	TBCPoly	Basten Satria Pratama Jauhary, Clarissa Nadine Chandra, Laura Virgin Rosa Sari, Eghleshia Gloria Tambengi
3	ID-109	Board Gender, Education, and Size: Can They Suppress Tax Avoidance?	Laurencia Nathania Marcella Sugeng, Wirawan Endro Dwi Radianto
4	ID-118	The Role of Board Diversity in Cybersecurity Disclosure: A Study of the Banking Sector in Indonesia	Cherish Sheverine Hariyono, Eko Budi Santoso
5	ID-145	The Prosperous Printing and Packaging Business in Lakarsantri	Muhammad Al Masyhur, Daryll Yang, Ahmad Yafi Azizi Thamrin, Mahendra Surya Wijaya
6	ID-136	The Impact of Local Economic Development on Food and Beverage Businesses in Lakarsantri	Eliana Jocelyn Sutanto, Putu Savita Dravina Devi, Debbie Lauren, Ruby Gracia Senjaya, Annaisabira Azka A'launa
7	ID-154	The Influence of Price and Product Quality on Customer Satisfaction at PT Indojoya Pasifik Mining Industry	Shera Aurel Thalia Zhalzabiela, Julius Epranta
8	ID-172	AI as an Ethical Partner in Education and MSMEs: Integrating Innovation, Morality, and Empowerment	Ezekiel Philemon, Steven Wicca Alfredo
9	ID-190	The Quest to Revive Indonesian Folklore!	Matthew Sebastian Lesmana

Room 13 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITts7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **13_Name_Study Programme** and go to breakout room - **Room 13**

Example: 13_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-173	TEMPEMAS (Tempe for the Golden Generation): A Community Based Interdisciplinary Approach Involving Medical Education, Cooking Competitions, and Educational Murals as a Promotive: Preventive Strategy Against Stunting	Kezia Mirella Yung, Emily Dewiyan Sukanto, Joeylin Tania
2	ID-164	The Influence of Price Perception, Facilities, and Service Quality on Customer Satisfaction at All Happy Gym Fitness Center Branches in the Era of Global Disruption	Audrey Shannen Soetijono, Pirgin Ezra Saputra
3	ID-146	Barbershop Business Analysis	Najwan Izzatullah an Nadhif, Rachelie Aryanto Pranoto, Laura Vania Regina Balqis, Chelsea Novianti Yones, Philbert Ethan Wijaya
4	ID-128	Advertisement Production to Increase Brand Awareness at GSI CCTV	Jesslyn Aurelia, Avidan Jivanta
5	ID-119	Property Market Analysis: Citraland Driyorejo	Clarissa Octavianne Cantik Setiawan, Hans Munandar, Jefferson Pieter Susanto, Wisam Rafa Wahbi Basmeleh, Gabriella Angeline Hariono
6	ID-110	The Effect of Financial Pressure on Tax Avoidance with the Moderation of Csr Disclosure	Caroline Patricia Kusuma, Eko Budi Santoso
7	ID-155	The Relationship Between Price Perception and Product Quality on Customer Satisfaction: A Statistical Study at Crystal Lim	Lydia Mulyani, Hilda Yunita Wono
8	ID-137	Auto Solution: The Solution for Your Automotive Problems	Go Kentrich, Nicholas Alonso, Darren Davis Angkasa, Nicholas Ethan Juwono, Jovenel Axel Priyono
9	ID-182	The Effect of Classical and Edm Music on College Students' Concentration During Creative Tasks	Attalia Salwa Sabita Yulianto, Rosalinda Febiola Wijaya, Aurel Sukma Ratih, Felia Santoso, Jessica Claresta Soetiawan

Room 14 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **14_Name_Study Programme** and go to breakout room - **Room 14**

Example: 14_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-147	Moos Café and the Rise of Business Cafés in Lakarsantri, Surabaya	Gregorius Bryan Teguh, Jayden Lakeesha Liv Lesmono, Vellisca Amelia, Jessica Gerrard
2	ID-174	Domino Effects on Health: How AnemiNO Improves Nutrition Literacy for Anemia Prevention	Gizelle Cyrilla Suwandi, Jonathan Pansamotan Harianja, Clevy Vanessa, Titis Alya Adrienne Aurelia, Amaryllis Infinity Soewignyo
3	ID-138	Feasibility Study: Car Wash and Exterior Auto Detailing Services in Mulyorejo	Matthew Alessandro Calvin Jhuennaidi, Natascha Yap, Reinhard Ongkowijaya, Beatrice Wiryawan Chan, Eagan Juandalyn
4	ID-111	Harmonization of Religiosity and the Use of Artificial Intelligence (ai) in the Influence of Competence on Academic Fraud in Generation Z	Adelia Kurnia Syahrani, Anastasia Caroline Jaby, Gabriela Octafiella Marenten, Kazia Laturette
5	ID-192	Designing Tactile Comics for the Visually Impaired	Gilang Ananda Chausar
6	ID-183	The Influence of Academic Stress on Impulsive Buying with Selfcontrol as a Moderator among University X Students	Avirina Greselda, Constantine Priscilla Kowe, Jacqueline Sanjaya Kesuma, Joanne Kathleen Susanto, Keshia Tjahjadi
7	ID-156	The Influence of Tiktok Live Interactivity on Repurchase Intention with Live Streaming Trust as a Mediator among Tiktok Shop Users in Bali	Viona Joycelyn, Auditia Setiobudi
8	ID-129	Enhancing Customer Convenience: An Observational Study of Laundry Business Services and Delivery Convenience in Sambikerep District	Audrey Angeline Jatmiko, Cheryl Lane Budianto, Jeane Prajna Paramitha Ong, Joaquin Isabel Setiawan, Kayleen Winnie Rahadiyanto
9	ID-165	Influence of Work Environment & Career Development on Employee Retention: A Quantitative Study on the City Branch of Surabaya & Tuban	Anastashya, Galang Reisduanto, Mourencia Marta

Room 15 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITts7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **15_Name_Study Programme** and go to breakout room - **Room 15**

Example: 15_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-130	Economic Feasibility of an Entertainment Photobooth Business in Surabaya	Shanon Michellin Lo, Leora Florencia Prasetya, Davis Chang, Rafael Rano Agoes Tino, Nicholas Felix
2	ID-112	The Impact of the 2024 Presidential Announcement on Abnormal Stock Returns in the Energy and Consumer Noncyclicals Sectors	Janssen Evan Sugiono, Cliff Kohardinata
3	ID-166	The Effect of Service Quality on Customer Satisfaction and Loyalty at Citra Maja City Residence	Rapli Humaedi, Priscilla Putri
4	ID-121	Market Potential Analysis of Property in Driyorejo, Gresik: A Case Study of Citraland Driyorejo in the Competitive Landscape of West Surabaya Property	Cheryl, Ashley Natania Litan, Cindy Febiola Thebez, Tanya Tanumiharjo
5	ID-184	The Effect of Cognitive Load on Math Cognitive Performance in Elementary School Students	Abror Nujha, Faith Abigail, Ivana Gracia Oendoko, Michelle Annetta Santoso, Michelle Wirawan
6	ID-193	Changing the Stigma and Fear Toward Reptiles Through Digital Content	Yohana Maria Velicia Yap
7	ID-139	Demand and Supply Observation of Cosmetics Store in Surabaya	Summer Eleinna Garrity Santoso, Vanessa Eleanor Natalie, Angelica Gracella Asikin, Stella Felicia Young, Stefanie Thebez
8	ID-157	The Relationship between Price Perception and Product Quality on Customer Satisfaction: A Statistical Study at Crystal Lim	Lydia Mulyani, Hilda Yunita Wono
9	ID-175	Validation Test of UnThink It as an Interactive Game to Improve Psychological Resilience Among University Students	Regina Caeli Irawan, Natasha Evelyn Harsono, Angelique Cristella Atmadjaja, Marcella Alicia Widodo, Beatrice Nathania Chandra

Room 16 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITts7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **16_Name_Study Programme** and go to breakout room - **Room 16**

Example: 16_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-194	Improving Junior's High School Students' Ethical Behavior through Game-based Solution	Kevin Macario Gunawan
2	ID-158	The Effect of Generational Differences on Multigenerational Integration Strategy Through Employee Training Programs at Bali Beach Glamping	Gabriella Giovani
3	ID-176	EvoGuard: Innovation of a Natural Mosquito Repellent Made from Evodia suovalens Hydrosol	Faye Carissa Halim, Jennifer Tantadiputra, Jonathan Kenneth Simu, Diva Cecillia Chandra Kasih, Idzni Azatil Ismah
4	ID-149	Rumah Cukur Barbershop Studio	Jason Surya Tamin, Darren Tahta Wijaya, Richie Wangtama Steel, Andrew Prajogo, William Abraham Tanujaya
5	ID-185	The Effects of Anger on Result Based Satisfaction of Decision Making for Emerging Adults	Devin Sebastian Tjahjo, Jason Darwi, Michorinam Harilaha Limsib, Angelo Humphrey Lienardi
6	ID-122	House and Residential Style Preferences of Generation Z	Michael Justin Litan, Kevin Peter A., Andrew El Gracio Mytan, James Lee Rahardjo, Erick Merkboy Imanuel
7	ID-131	Exploring Business Potential and Economic Activity of Footwear Factory	Stevanie Tristan, Angelina Ji Hong Choi, Dinov Prakoso, Calvin Kenneth Wibowo, Tjio Marco Hadisurya S.
8	ID-167	Enhancing Job Satisfaction in Indonesia's Urban Rail Sector: The Influence of WorkLife Balance, Motivation, Communication, and Job Stress Among Jabodebek LRT Drivers	Khoir Sanjaya Siregar, Yuli Kartika Dewi, Rhema Angela
9	ID-113	The Mediating Role of Tax Awareness and Tax Knowledge on the Relationship Between Tax Regulation and Tax Digital (VAT) Toward Tax Compliance: A Study on MSMEs	Marshanda Amelia Andryani , Yopy Junianto

Room 17 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **17_Name_Study Programme** and go to breakout room - **Room 17**

Example: 17_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-168	The Impact of Artificial Intelligence in Digital Marketing: Opportunities, Challenges, and the Road Toward Industry 5.0	Victor Thomas Wijaya Wangasal, Lu'lu' Tuba Asiska, Yenni, Puji Astutik
2	ID-150	Economic Analysis of Billiard and Karaoke Business Performance in the Wonocolo District in South Surabaya	Wesenslaus Orvin Parthenios, Jeremy Widagdo, Bryant Jonathan, Naif Nasser Aljaaidi, Tristan Kevin Abistha
3	ID-114	Unveiling the New Drivers of Foreign Direct Investment in Advanced Economies: Insights from the Sustainable Development Goals Era	Nicholas Chang, Aristo Heinrich
4	ID-132	Laundry Business in West Surabaya	Jonathan Frederick Adi, Jorge Andres Schiele Chafatinos, Donne George Rafaele, M. Nasrulloh Ramadhany
5	ID-186	The Influence of Romantic Comics on Romantic Relationship Expectations of Early Adult Women	Kwan Joaneaster, Chaterine Carol Setyawan, Rahmi Fakhirah Qurratu'ain, Jocelyn Wuisan
6	ID-141	Turning Beauty Into Success	Christ Gracia Ruby Mahayani, Lee Hyunji, Anastasia Valerie Reddy, Carmia Cheryl Budianto, Jennifer William
7	ID-159	How Perceived Ease of Use, Usefulness, and Financial Literacy Shape Gen Z's Attitudes Toward Fintech Investments	Yuli Kartika Dewi , Debora Gracilia Winata, Aisha Safira Salsa Hadi Putri, Kurnia Arum Suprobo
8	ID-177	Engaging Primary Students with Board Games: Interactive Education Kit on the Dangers and Harmful Effects of Smoking	Davina Vhasti Grimonía Maxentia, Maria Alita Kusuma, Nathaniel Darrell Alexandro Manansang, Bill Hartana
9	ID-198	Global Taste, Local Pride: Insights from food International Expo	Bryant Jonathan, Jane Kelly Widjojo Raga, Jordan Joy, Meishy Yosephani Elga Putri

Room 18 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **18_Name_Study Programme** and go to breakout room - **Room 18**

Example: 18_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-115	The Influence of Environmental, Social, and Governance (ESG) on Cash Holding: An Empirical Study of Indonesian Manufacturing Companies	Jessyca Athalia Wijaya, Eko Budi Santoso
2	ID-187	The Influence of Sense of Community and Friendship Quality on the Social Adaptation of Third and Fourth Year Students in the Mentoring Department at University X	Shri Aishvarya Divani, Stephanie Shienny Davanca Lisvantoro, Jennifer Priska Christian, Chaleena Diminsa Panambunan, Syahira Jihan Prawidya
3	ID-160	Digital Marketing Trends in the Tourism Sector: A Study on the Influence of Youtube Influencers in Indonesia	Yuli Kartika Dewi, Nashwa Aulia Yahya, Gabriella Giovani, Abubakar Kaharuddin
4	ID-142	The Effect of Price and Demand of Car Wash on Its Market Equilibrium in Lakarsantri	Dimas Satria Widodo, Warren Yang, Nala Kharish Fakhrollah, Alvin Satria Prayoga, Rayandhi Muhammad Arya Mega
5	ID-133	From Traffic to Trust: Understanding Automotive Service Needs in Sambikerep	Richaldo Sitongan Gosal, Jefferson lee peno, Clayton evann gunawan, Jesselyn gerard, Faith Elyon
6	ID-151	Graha Padel, Unlocking a Potential of Padel Sports in Surabaya	Clifford Oswaldo, Kevin Tjahjadi, Nicholas Saptajaya, Owen Erastus
7	ID-124	Symbolic Interaction Analysis of Tony Stark's Character in the Film Avengers: Endgame (2019)	Valentino Alfredo Wibowo
8	ID-178	Plate It Up!: Promoting Healthy Eating and Preventing Obesity in Children Through One Game	Thea Eve Liemdjaja, Lydia Gavril Samuel, Calynda Zyvanka Triniece Ananta, Gde Chaitanya Jyoti
9	ID-169	Access, Equality, and Quality: Three Pillars of Achieving SDGs Goal 4	Deni Prastowo, Ali Alatas, Billy Aquino Sapoetra Widodo, Adam Najmi Khadafy

Room 19 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **19_Name_Study Programme** and go to breakout room - **Room 19**

Example: 19_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-188	Interactive Activity as a Strategy for Effective Discipleship in Cell Groups	Tiffany Grace Siamena
2	ID-134	Assessing Demand and Market Feasibility of Car Wash Services in Dukuh Pakis	Clarence Moeljadi Salim, Reinhard Christopher Tjan, Fredericko Yonathan, Muhammad Yusuf Fadhlurrohman, Muhammad Khidir Kahfi Zein
3	ID-170	The Effect of Credit Product Knowledge and Perceived Benefits on the Utilization of Inclusive Financing by MSMEs at Bank XYZ Pekanbaru	Vennie, Muhammad Fatkhur Rohman, Febriana Ika Wahyuni
4	ID-161	The Influence of Motivation, Communication, and Job Stress on Job Satisfaction of Outsourced Employees at Ciputra University	Fery Susanto, Maulana Cahaya Gumbira, Zanuvar Eko Utomo
5	ID-179	Innovative Medical Education: The Effectiveness of Board Games on Students' Understanding and Learning Motivation	Yosua Jeremy Hasudungan Panggabean, Aurora Febysia Syifa Nirmala, Agnes Sylvana Patricia Tumewu, Ailsya Gravienna Olitasari
6	ID-143	Analyzing the Feasibility of Building A Cafe in Dukuh Pakis	Keanna Destanie Hartanto, Ni Putu Ayu Maharani Gelgel, Nadine Aurelia Steven, Joice Madeline Chen, Sharren Jeavanca Liang
7	ID-152	Sustainable Organizational Performance Through Green Innovation and Hrm Commitment: A Prismabased Systematic Literature Review and Bibliometric Visualization	Kanyaka Ratna Sucita Maheswari, Claresta Inez Gunawan, Marsya Fairuz Zana, Amelia Eka Sari
8	ID-125	Decisionmaking Analysis of Alfath Elementary School in Accepting Students with Mutism	Dariel Pramadan
9	ID-116	The Role of Good Corporate Governance in the Influence of Transfer Pricing on Tax Avoidance	Grace Antoneta Wijaya, Eko Budi Santoso

Room 20 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **20_Name_Study Programme** and go to breakout room - **Room 20**

Example: 20_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-126	Instagram Social Media Strategy Planning for Mahakam Seafood Promotion	Nadya Josephine Kurniawan
2	ID-117	Does the Audit Committee Chair Matter for Corporate Tax Avoidance?	Nicklaus Stanley, Luky Patricia Widianingsih
3	ID-171	Ethical Analysis of the Use of Artificial Intelligence in Academic Writing in the Digital Era	Ezekiel Philemon, Steven Wicca Alfredo
4	ID-189	Too Many Outfits, Nothing to Wear: Rethinking Wardrobe Ecosystems with a Smart Digital Assistant	Marzenda Saila
5	ID-144	How Well Would a Boarding House Business Perform in the Sambikerep District of West Surabaya?	Aaron Christian Herdianto, I Gusti Bagus Fandy Cahaya Putra, I Gede Aditya Surya Prabawa, Muhammad Thoriq Al Faessi
6	ID-162	Integrating Experiential and Social Media Marketing in Higher Education: Determinants of University Choice among Indonesian Students	Dwi Andayani Vita Setyawardani, Haura Zeeba Seanaya, Alberthine Nancy Kaylatan, Nadhira Zahwa Rasikha, Ayu Chandra
7	ID-135	Bringing Leisure to Learning: A Market Analysis of a Literary Café in Sambikerep	Ni Kadek Ayu Amara Anjani Lane, Jocelin Edgina Suryadhamma, Vincent Koespiano, Marcello Sachio Kurniawan
8	ID-180	Guess the Diagnosis	Marsekal Sherdy, M. Fatih Chandra Akbar, Farizqa Arifqi, Sobri Maulana Jordan, Otniel Naysa Limantoro

Room 21 - Online

09.00-12.00 WITA (GMT +8) / 08.00-11.00 WIB (GMT +7)

Zoom Link:

<https://zoom.us/j/91587174930?pwd=8UXaRbP9DIP4ITs7vW7J5hbaayfMP.1>

Meeting ID : 915 8717 4930

Passcode : ICOEN2025

Please rename your name in Zoom with: **21_Name_Study Programme** and go to breakout room - **Room 21**

Example: 21_Kartikasari Gunawan_ACC

Num.	Paper ID	Paper Title	Authors
1	ID-163	Integrating Servqual and Spiritual Values in Improving Temple Congregation Satisfaction: A Quantitative Study on Urban Buddhist Communities in Indonesia	Jok Kwi, Yuli Kartika Dewi, Endah Purnamasari
2	ID-199	Global Showcases, Local Growth: The Benefits of International Expos for Early-Stage Beauty Enterprises	Bernessa Audris Widjaja, Benedecta Nadya Evangelie
3	ID-123	Peircean Semiotic Analysis to Represent Social Inequality in the Film Bumi Manusia (2019)	Dimas Hanif Syamsa Hikmah, Ignasius Liliek Senaharjanta
4	ID-148	Opportunity Recognition on Business Models in Wiyung District: A Thorough Analysis on a Café's Potential Growth	Adinda Eka Putri Dewantari Subagio, Justin Tyrone Pangkey, Stanford Shawn Buwono, Tirsha Luvena Prasetya, Quenetta Rizqi Lovina
5	ID-140	Analyzing How the F&B Industry Handles Customer Demand	Nicholas Tanumihardjo, Myllaquin Rehuella Puthera, Made Mahayu Dyah Andattu, Josephine Alexandra Kwari, Nyoman Yuvita Oka Septriani
6	ID-120	Architecture Property Market Analysis	Cheryl Meiliana Uli Santoso, Maurent Vianza Anatasya, Putu Arya Oka Lanang, Rendinata Halim, Nyoman Aditya Murdana
7	ID-191	Empowering Families Beyond the Clinic: Designing a Localized ParentImplemented Intervention Media Kit for Autistic Children in Indonesia	Michelle Nathania Edeline
8	ID-153	The Influence of Tradition, Succession Planning, and Family Conflict on the Continuity of Crossgenerational Family Businesses	Farras Nur Shaalihaati, I Gede Yoga Palguna, Ardiansyah Mirza Ibrahim, Mochamad Gattan Farellio Armando, Ilham Habibi AlBuchori

International Community Service

*Empowering MSMEs in Bantimurung, Makassar through
Digital Marketing and Financial Management*

Taman Nasional Bantimurung, 6 November 2025



Source: Wikipedia

- The participants who join community service will depart from Universitas Ciputra Campus Makassar at **12.30 WITA (GMT +8)**
- There are two workshops conducted: Digital Marketing Workshop and Financial Management for MSMEs in Bantimurung.