

PROGRAM BOOK AND BOOK OF ABSTRACT



THE 2ND INTERNATIONAL CONFERENCE ON GLOBAL INNOVATION AND TREND IN ECONOMY 2020

Global Business in New Normal Era: Challenges & Opportunities in Pandemic Covid-19

5 NOVEMBER 2020
SWISS GERMAN UNIVERSITY

in conjunction with



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THE 2ND INTERNATIONAL CONFERENCE ON GLOBAL INNOVATION AND TREND IN ECONOMY 2020

With theme:

GLOBAL BUSINESS IN NEW NORMAL ERA: CHALLENGES & OPPORTUNITIES IN PANDEMIC COVID-19

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RECTOR PREFACE
SWISS GERMAN UNIVERSITY

Swiss German University (SGU) as one of the higher educations in Indonesia sees that human capital is critical in today's volatile and fast-paced business environment. There is no other way except ADAPT! Those who do not adapt will be in a big trouble. The more rapid the changes pace, the more dangerous the impacts of stubbornly taking the old ways and old perspectives. SGU supports thoroughly to the transformation in order to meet the competency needs of Industry 4.0.

Together with Multimedia Nusantara University and Pelita Harapan University, SGU conducts the 2nd International Conference on Global Innovation and Trend in Economy (InCoGITE) 2020 with a special theme, entitled "Global Business Sustainability in New Normal Era: Challenges and Opportunities in Pandemic Covid-19". This great conference also shares the joy and enthusiasm as Swiss German University (SGU) has been established for 20 years this year. SGU commits to striving for quality education. One of the commitments is organizing international conference for scholars, academicians, experts from industry, researcher, and government.

Last September 2020, SGU just organized its annual event, the International Conference on Innovation, Entrepreneurship and Technology – ICONIET to give a platform for researchers, practitioners, government officials to present and discuss their works in which it consisted of ICONETSI that focused on Engineering, Information Technology for fostering the sustainable industry and society and furthermore, the INCOGITE, which is also part of ICONIET, that focused on various scientific disciplines of social science from Finance, Accounting, Investment, Marketing, Tourism, IT & Operation, Communication in Business, Strategic Management, and Human Resource that synergize one another in innovation and economy.

This year, the InCoGITE 2020 is conducted in the midst of pandemic Covid-19 and hence, will be fully virtual using video conferencing. I'd like to take this opportunity to welcome all honourable guests, speakers, presenters and participants, who have come not only from Indonesia, but also from different countries such as Thailand, Jordania, Algeria, India, Malaysia, Singapore, and Switzerland.

I'd like to personally thank the Committee of InCoGITE 2020, including the committee of ICONETSI 2020, who have put their utmost efforts into organizing this event. I wish to express my gratitude to the Ministry of Research, Technology and BRIN and also PT. Telekomunikasi Indonesia International (TELIN) for their continuous support to our research. I would also like to thank SGU's University partners, the South Westphalia University of Applied Sciences and the University of Applied Sciences Jena in Germany, as well as the International Management Institute (IMI) in Switzerland.

We do hope that the conference will be beneficial and mind-opening for all participating parties. Let us use this event to exchange ideas and extend our networking virtually to give our contribution to the achievement of empowering globally.

Respectfully yours,

Dr.rer.-nat. Filiana Santoso
Rector of Swiss German University (SGU)



RECTOR PREFACE
UNIVERSITAS MULTIMEDIA NUSANTARA

Dear honorable participants,
Perhaps in our less than normal situation, allow me to welcome you all in this timely-held the 2nd International Conference on Global Innovation and Trend in Economy (INCOGITE) hosted by Swiss German University, Universitas Multimedia Nusantara, and Pelita Harapan University and co hosted by IPMI International Business School. This year, INCOGITE will present a theme, entitled “Global

Business Sustainability in New Normal Era: Challenges & Opportunities in Pandemic Covid-19”.

In the old normal, the Conference's theme sounds standard, which is about "innovation and sustainability in the digital age". But in the new normal, it gets a stronger meaning. It echos the slogan "Innovate or Die". For sure, businesses have to be innovative and sustainable in the pandemic digital age, and still true beyond it.

While we are very sad to see that many businesses could not stand the effect of the Covid-19 pandemics, and were forced to lay off many of their employees, we also see some businesses are blossoming and growing. These include those in the fields of telecommunications, pharmacies and medical support equipments, and not least e-commerce. Online education, need of medicines and vitamins, and many other daily items spurs the selected lucky businesses.

Need in greater amount of masks, antivirus gears also promote many innovations and businesses. Implementation of health protocols that restricts people's mobility has made e-commerce grow exponentially. So, it's clear that the pandemics, despite its devastating effects, has opened greater opportunities to digital businesses.

In this perspective, I believe the participants are given a lot of lessons learned from the pandemics, and to dig deeper into the opportunities of innovation. I trust you that quarantine time has given you more time to explore new insights for making new initiatives based on innovation and digital technologies.

Finally, enjoy the Conference, and stay safe and well.

Dr. Ninok Leksono MA
Rector of Universitas Multimedia Nusantara



RECTOR PREFACE
UNIVERSITAS PELITA HARAPAN

The Covid-19 pandemic is still raging at the end of October 2020, with the US leading with the number of total cases of over 9 million, followed by India with over 8 million, and Brazil with over 5 million cases. The needs for multidimensional solutions amidst the pandemic are deeply felt, including solutions in health care, economics, business, and education.

The 2nd International Conference on Global Innovation and Trends in Economy (InCoGITE) takes place on November 5, 2020, as many European countries go into a second lockdown bracing for surging positive infection cases during winter. Appropriately, we chose the theme: “Global Business in New Normal Era: Challenges and Opportunities in Pandemic Covid-19” for the conference this year. We are grateful that more than 100 papers have been submitted to InCoGITE 2020, and around 80 papers are accepted to be presented in the online conference. We are thankful that the 2nd InCoGITE 2020, organized by Swiss German University (SGU), Universitas Multimedia Nusantara (UMN), and Universitas Pelita Harapan (UPH), remains to be an event to discuss many innovation and trends, that could be useful for invigorating the economy during the pandemic and in the post-pandemic future.

With this, we welcome all authors and presenters to InCoGITE 2020 and wish you all many fruitful discussions and potential collaborations.

Dr. (Hon.) Jonathan L. Parapak, M.Eng.Sc.
Rector - Universitas Pelita Harapan



**DIRECTOR OF ARCS PREFACE
SWISS GERMAN UNIVERSITY**

First of all, on behalf of the Directorate of Research and Community Service of Swiss German University (SGU), I'd like to welcome all speakers and participants to our third International Conference on Innovation, Entrepreneurships and Technology (ICONIET) 2020. This year the ICONIET event is held in conjunction with the 20th Anniversary of the Swiss German University (SGU). These two events show that SGU is reaching its maturity as a University that will consistently contribute to the advancement of science and

technology through education, research and community service as the three pillars of Higher Education in Indonesia. The ICONIET 2020 is strong evidence of SGU continuing its involvement in the scientific community by facilitating the dissemination of research through a conference with a high standard of publication. This year's event has become even more special taking into consideration the challenges faced by all of us due to the worldwide outbreak of the Covid-19 disease.

The ICONIET 2020 is the umbrella of two other conferences that will be held separately, ICONETSI (The International Conference on Engineering and Information Technology for Sustainable Industry) and INCOGITE (International Conference on Global Innovation and Trend in Economy). The two conferences will be held on September 28th and 29th 2020 and November 5th 2020, respectively. The separation of ICONIET into different conferences with more specialized areas is an effort of SGU in strengthening its position in promoting good scientific tradition. In the near future, we are planning to have more conferences in other disciplines representing different research centres within the SGU Directorate of Research and Community Service.

I also like to take this opportunity to thank all committee members, staffs and lecturers, SGU management and the Board of Patronage for their support so that this year the ICONIET event is a successful one.

I wish you all an enjoyable and fruitful conference.

Warmest Regards,

Kholis A. Audah, Ph.D

Director of Research and Community Service
Swiss German University



**DIRECTOR OF RESEARCH AND COMMUNITY OUTREACH PREFACE
UNIVERSITAS MULTIMEDIA NUSANTARA**

International Conference on Global Innovation and Trends in Economy (INCOGITE) for the second time is held in November 5, 2020. The theme is Global Business in New Normal Era: Challenges & Opportunities in Pandemic COVID-19.

Since the pandemic of Covid-19, many aspects of our life had changed. We now have a new normal in our life, whether it is in economic, in working, in our social life, etc. The New Normal Era should introduce to us challenges, and also opportunities. The challenges can be found anywhere in all of our aspects of lives. But opportunities will need effort to find them. Especially in this new era, every one would need to seek the power of information and communication technology (ICT) to lead their business. Even the small and medium enterprises will need the help of ICT to do their business. When the physical interaction is limited because of physical distancing, then online transactions will replace the direct transactions.

We are the Steering Committee of INCOGITE 2020 start working for the preparation on this event since 2019. We realized that many changes had been happened in this year. It was due to the Pandemic of Covid-19. And the pandemic boost the Digital Transformation, so that there will be many Disruptive Technologies arise. This is including the widespread of the Financial Technology.

All of the changes, demand for the innovations in every organization. These innovations not only needed in local setting, but also in global setting. Where there is no innovation in an organization, there will be the end of the organization. No matter the organization is from local or global situations.

And in the fast changing environment, every second could lead to a new trend. We are racing with the trends. If we are not racing with the trends, then we will be left behind, meaning we lose our context of our present. Maybe we become out-of-date in the middle of the date. That's why we need to drive the waves of new trends.

We would like to thanks to the Organizing Committee who had been worked hard since last year. And also many thanks to the keynote speakers, and to all of the authors who had tried their best in preparing their papers.

We hope that this event would long lasting to the future years.

Dr. Ir. P.M. Winarno, M.Kom.
*Director of Research and Community Outreach
Universitas Multimedia Nusantara*



**CHAIR OF CENTER FOR RESEARCH AND COMMUNITY DEVELOPMENT
PREFACE
UNIVERSITAS PELITA HARAPAN**

The Covid-19 pandemic has claimed more than 1.2 million lives as we approach the end of 2020. The complexity of deciding between policies that emphasize public health or economic activities have haunted many governments and nations. Many businesses, industries, and education processes are being forced to accept the new normal. Thus, the theme of the 2nd International Conference on Global Innovation and Trends in Economy (InCoGITE) cannot be

more fitting: “Global Business in New Normal Era: Challenges and Opportunities in Pandemic Covid-19.”

A crisis often opens possibilities for unprecedented growth and innovations. “Never let a good crisis go to waste,” said Churchill. A pandemic gives us no choice than to innovate and look for solutions beyond our usual horizon. We are hopeful that the 2nd InCoGITE 2020 would trigger many fruitful discussions and exchanges from academics, experts, and researchers for innovative solutions in the post-pandemic world.

Some businesses and industries may suffer an uncompromising blow during the pandemic. In their stead, new ways of doing businesses and new industries may come alive. We pray that the conference may contribute to the process.

Dr.-Ing. Ihan Martoyo S.T., M.Sc., M.T.S
Chair
Center for Research and Community Development
Universitas Pelita Harapan



**CHAIR OF ICONIET 2020 PREFACE
SWISS GERMAN UNIVERSITY**

Dear respected authors, presenters and participants,

It is our pleasure to welcome you to the International Conference on Innovation, Entrepreneurship, and Technology (ICONIET) 2020, in Tangerang, Indonesia. Congratulate and thank you on your contribution to ICONIET 2020. This year's ICONIET is the 3rd ICONIET that has been organized. The first one was held in 2015 with the theme related to ASEAN Economic Community while the

second one was held in 2018 with the theme of "Achieving Sustainable Development Goals through Innovation, Entrepreneurship and Technology". This year's ICONIET is special for Swiss German University (SGU) due to it is in line with SGU 20 years anniversary. This year theme is "Transforming digitally, empowering globally". ICONIET is an international conference held by SGU in collaboration with institutions, professional associations, industries and partner universities. Due to the pandemic of Covid-19, this year's ICONIET is organized virtually.

In the current year program, ICONIET consists of two different conferences which are 2nd International Conference on Global Innovation and Trends in Economy (INCOGITE) and 1st International Conference on Engineering and Information Technology for Sustainable Industry (ICONETSI).

INCOGITE is held on 5 November 2020 and has taken the theme of "Global Business in New Normal era: Challenges & Opportunities in Pandemic COVID-19". ICONETSI was held on 28-29 September 2020 with the theme of "Empowering Digital Transformation for Global Sustainability". INCOGITE topics are more to the field of business, tourism, finance and other social science field, while ICONETSI is more to the field of engineering, information technology, and sustainable energy and environment.

The conference aims to bring academic scientists, engineers, industry researchers together to exchange and share virtually their experiences and research results about most aspects of engineering, science and social research, and discuss the practical challenges encountered and the solutions adopted. I would also like to gratefully acknowledge the significant contributions made by the co-sponsoring organizations to conduct this conference. I hope this conference will motivate all of us to make a positive impact and to achieve a better and more sustainable future as we dedicate ourselves in creating innovation, entrepreneurship and technology.

Finally, I wish you a wonderful and fruitful time at the conference.

Best regards,

Dr. Maulahikmah Galinium, S.Kom, M.Sc
Chairman of ICONIET 2020 Organizing Committee



CONFERENCE CHAIR OF INCOGITE 2020 PREFACE SWISS GERMAN UNIVERSITY

It is my pleasure to welcome all respected authors, presenters and participants to the 2nd International Conference on Global Innovation and Trend in Economy (INCOGITE) hosted by Swiss German University, Multimedia Nusantara University, and Pelita Harapan University and co hosted by IPMI International Bussiness School. This year, INCOGITE will present a theme, entitled “Global Business Sustainability in New Normal Era: Challenges & Opportunities in Pandemic Covid-19”. INCOGITE 2020 accommodates various scientific disciplines of social sciences from Finance, Accounting, Investment, Marketing, Tourism, IT & Operation,

Communication in Business, Strategic Management, and Human Resource that synergize one another in innovation and economy.

2nd INCOGITE is held in conjunction with ICONIET 2020, which is this year special for Swiss German University (SGU) as it is in line with SGU’s 20-year anniversary. This year’s theme is "Transforming digitally, empowering globally".

In addition to the contributed papers, internationally well-known experts are also invited to deliver keynote and plenary speeches at INCOGITE 2020. We are honored to have the distinguished keynote speakers: Prof. Bambang PS Brodjonegoro, Ph.D, Minister of Research and Technology – Head of BRIN, and also Dr Sukardi Silalahi, President Director PT TELIN. We also invite prominent speakers representing each disciplines of this conference which are Prof Theodore Benetantos from IMI International Management Institute Switzerland, Prof Ang Peng Hwa from Nanyang Technological University Singapore, Prof Dr Nunuy Nur Afiah, MS, Ak from Padjajaran University, Viverita PhD from University of Indonesia, Dr Komang Aryasa, ST, M Eng – Head of Big Data, IoT & Research PT Telkom Indonesia and Mr Ginto Hutagalung from Hotel Human Resources Managers Association (HHRMA).

In this 2nd INCOGITE 2020, We received 104 papers submission from Thailand, Jordania, Algeria, India, Malaysia, Swiss, Singapore and Indonesia, each submission is double blind review by experts in each disciplines including international reviewers from several countries. We also conduct plagiarism check to ensure the quality of all accepted papers, and finally we decided to accept 81 papers to be presented in this conference.

All accepted and presented full papers at INCOGITE 2020 are submitted for publication in the AJRI International Conference Proceeding Series (ISSN; 2686-0384, p-ISSN; 2685-9106) published by Asosiasi Dosen Indonesia (ADI) and selected papers will be published in several International reputable Scopus indexed journal and also several National reputable Sinta indexed journal.

I would like to express my highest appreciation to all committees, moderators, volunteers which without their contribution, of course, this conference would not have gone well. Last but not the least, I would also like to thank the sponsors who have supported this conference, including IMI Switzerland, PT Telkom Indonesia and PT Cigna Insurance. Hopefully this INCOGITE conference can make a positive contribution to academic development and research in Indonesia. Thank you

Warm Regards,

Dr. Antonius Siahaan, SE, Ak, MM, CA
INCOGITE 2020 CHAIRMAN

KEYNOTE SPEAKER

Prof. Bambang Permadi Soemantri Brodjonegoro, Ph.D

Minister of Research and Technology - The National Research and Innovation Agency
of the Republic of Indonesia



Prof. Bambang Permadi Soemantri Brodjonegoro, Ph.D is the Minister of Research and Technology and Head of the National Research and Innovation Agency of the Republic of Indonesia. Previously, he was the Minister of National Development Planning of the Republic of Indonesia from 2016 to 2019 and also the Minister of Finance from 2014 until 2016. He has also worked in various roles in the Ministry of Finance. The opportunities to contribute as the Minister of Research and Technology, Minister of National Development Planning, and Minister of Finance have established Prof. Brodjonegoro's career in integrating Indonesia's research, technology, innovation, development planning, financing,

and economic stabilization. Prof. Brodjonegoro earned his Ph.D in Urban and Regional Planning from the University of Illinois at Urbana–Champaign, United States in 1997. Afterward, he started his academic career as a lecturer in Universitas Indonesia and became Dean of the faculty of economics, Universitas Indonesia from 2005 to 2009. His research mostly focuses on Economics. He has also been actively involved in various local and international organizations and Indonesian companies, including being the director-general of the Islamic Research and Training Institute (IRTI), Islamic Development Bank Group, Jeddah, The Kingdom of Saudi Arabia in 2010. He was also awarded several honor and awards, including Bintang Maha Putra Utama from President of Indonesia and Bintang Bhayangkara Utama from the Indonesian National Police.

KEYNOTE SPEAKER

Dr. Ir. Sukardi Silalahi, MBA

Chief Executive Officer of PT. Telekomunikasi Indonesia Internasional

Telin in Managing Business in the New Normal Towards Digital Transformation



Abstract

The Covid-19 pandemic forced some countries applied the lockdowns and created global recession of 2020. COVID-19 Crisis has revised the Indonesia's GDP growth plan from 5.3% to -0.7% (Bloomberg, 2020) due to the recent consumer behaviours. The COVID-19 pandemic have also created a highly uncertain outlook for the labour market and drive the digital acceleration. Thus, both big and small businesses are forced to change their behaviour to survive this situation.

Telin implemented 7 strategic guidance to compete in digital transformation. First, define the purpose of Telin that is to be beneficial for Indonesia and the world as Telkom Global Business arm and maximizing stakeholders' value via unlocking international opportunities & delivering best customer experience. The second is, transforming into market driven company, digital connectivity and digital platform represent significant growth; Telco Wholesale can reshape product portfolios to digital enablement and ramp up several monetization strategies. Next, strengthening Telin's capabilities in various fields, such as infrastructure, product, service, global office, and global talent. The forth is, providing Best-in-Class Digital Connectivity, followed by transforming towards Global Digital Hub through Digital Service, Digital Platform, and Digital Connectivity. Then, improving business and technology competency also changing mindset and personal behaviour to reach Digital Capability Readiness.

All aspects demanded to work together in sync to deliver the best results for the Company and to ensure the customer experience is maintained properly.

Short Biography

Dr. Sukardi graduated from Institute Teknologi Bandung holding bachelor of Civil Engineering on 1989. He took Master Business Administration Program degree on 2016 at Universitas Gadjah Mada, Jakarta. His careers at PT. Telekomunikasi Indonesia as Director Consumer and having an appreciations as Tanda Kehormatan Satyalancana Pembangunan from President of the Republic of Indonesia. On 2017, he is appointed as President Commissioner at PT. Sigma Cipta Caraka (Telkom Sigma). Within 2018, Mr. Sukardi had a position as Presiden Commisioner at PT. Infrastruktur Telekomunikasi Indonesia (Telkom Infra). He awarded as Excellence in Customer Experience for Online in Telecommunications Services from Frost & Sullivan. On 2019, He continues study Doctor of Management at Science Doctoral Program From Universitas Padjajaran, Bandung. Mr. Sukardi also as Lecturer International Marketing Management at Swiss German University.

INVITED SPEAKER

Prof. Theodore Benetatos

CEO & Academic Dean of International Management Institute
IMI, Switzerland



Short Biography

Prof. Theodore graduated from Technological Institute of Schoole in Patras/Greece and holding Bachelor of Science (Hons) Tourism Business Administration in 1994. On 1996, He continue studied at The University, of Birmingham-UK Center for Urban and Regional Studies hoding Master in Social Science in Tourism Policy, Planning and Management. In 1997, Prof. Theodore took Master in Business Administration – Marketing Major at ALBA – Athens Laboratory of Business Administration Greece AMBA Accredited MBA.

Mr. Theodore took his Doctoral Degree Phd. With Research Topic: The Social Dimension of Sustainable Tourism Planning and Development in Insular Environment at Panteon University of Social and Political Science – Athens/Greece School of Sociology, Sector of Neo Hellenic Society. He worked experience previous in Industry as Assistant Marketing Manager until General Manager in 2002 – 2005. On Education experiences, Mr. Benetatos as visiting Lecture in Strategic Management at KDU University College, Malaysia, Kuala Lumpur & Penang Campus on 2009. Afterwards, He also appointed as MBA Program Leadr at International Hotel Management Institute, Switzerland in 2009 – 2011. On 2011 until present he hold the Postgraduate Programs Leader at International Hotel Management Institute Switzerland.

INVITED SPEAKER

Prof. Ang Peng Hwa

Wee Kim Wee School of Communication and Information, Nanyang Technological
University, Singapore



Abstract

Until the pandemic came along, marketing communication was on the ascendant. Public relations was on the wane, especially as communication was going digital. When the pandemic struck, however, CEOs suddenly knew that they needed internal communication to inform the staff, update them about developments, and hold the morale. Externally, companies needed to market themselves without doing hard selling because that was not the right message. Also, the move to digital accelerated, which meant that traditional media were even more neglected. Instead, social media, influencers, e-commerce and other digital communication were being used more.

The move means that communication is no longer just about marketing but brand building. The CMO (chief marketing officer) is now likely to be the CMCO (chief marketing and communication officer) will be more likely to come from the communication department but also oversee marketing.

Short Biography

Ang Peng Hwa is Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. He is of the International Communication Association since June 2016. His research interests lie in media law and policy and he has consulted on the subject for the governments of Singapore, Thailand and Bhutan.

He is the author of *Ordering Chaos: Regulating the Internet* (Thomson, 2005), which argues that the internet can be, is being and should be regulated. He was a member of 40-strong Working Group on Internet Governance that was appointed by then UN Secretary-General Kofi Annan to prepare a report for the 2005 World Summit on the Information Society. Most recently, he spent a year on sabbatical in Ahmedabad, India, to help start the doctoral-equivalent programme at the Mudra Institute of Communication, Ahmedabad

A lawyer by training, he worked as a journalist before going on to pursue a Master's in communication management at the University of Southern California and a Ph.D. in the mass media at Michigan State University.

In 2000, he was awarded a Fulbright fellowship at Harvard University; in 2001, he was a visiting scholar at Oxford University. Ang recently stepped down as chairman of the regional non-profit media organisation Asian Media Information and Communication Centre (AMIC) and is one of the two vice-presidents of the Consumers' Association of Singapore (CASE), and legal advisor to the Advertising Standards Authority of Singapore (ASAS).

INVITED SPEAKER

Prof. Dr. Nunuy Nur Afiah, S.E., M.Si, Ak, CA
Center for Accounting Studies of Universitas Padjadjaran

Accounting and Sustainability



Abstract

The major challenge of the twenty-first century is the long-term viability of modern civilization. Does society have a capacity to endure? In the era of globalization, the negative consequences of business are getting stronger (Levy & Kaplan, 2008). The wider reach of businesses had causes transnational problems in social and environmental dimensions, such as: social pressure, uneven development, global warming, environmental problems, corruption, poverty, human rights violations, and cooperation with repressive regimes (Scherer & Palazzo, 2008). However, In the last 40 years, there has been a growing awareness of the impact of economic

growth and globalization on the environment (Hector, Christensen, Petrie, 2014). In 1987, World Commission on Environment and Development (WCED) introduced the word Sustainable Development, which defined as the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. In 2016, The United Nation set Sustainable Development Goals (SDGs) which are consisting of 17 global goals to be achieved in 2030. The actors of SDGs are multi-actors and stakeholders, including individual people, civil society, business, universities, governments, NGOs, institutions, and organizations. In the case of business, it needs to transform in order to adapt, compete, and survive in rapidly evolving world. Business needs to contribute to SDGs by taking into account wider and longer-term consequences of decisions and also environmental and social dimension in every decision making, process, and activities of the business. Accounting for sustainability involving linking sustainability initiatives to company strategy, evaluating risks and opportunities, and providing measurement, accounting and performance management skills to ensure that sustainability is embedded into the day-to-day operations of the company (AICPA).

Short Biography

Nunuy Nur Afiah is a Professor and The Head of Center for Accounting Studies, Economics and Business Faculty, Universitas Padjadjaran. She completed her Bachelor of Accounting (1985), Master of Accounting (1995), and Doctoral in Accounting (2004) from Universitas Padjadjaran. She has served “tri dharma perguruan tinggi” or “three function and roles of university educator” consisting of: Education and Teaching, Research and development, and Community service since 1985. She is very active as an educator, speaker, trainer, and consultant for universities, public sector, and private sector throughout Indonesia. She is a council member of National Council Board, Institute of Indonesia Chartered Accountants (IAI) and Institute of Accreditation for Economics, Management, Business, and Accounting Programs.

INVITED SPEAKER

Viverita, Ph.D
University of Indonesia

Financial Inclusion, Banking Stability and Digital Technology Development in ASEAN



Abstract

The purpose of this study is to examine the effect of financial inclusion, supported by digital technology development on income inequality, poverty, and banking stability in ASEAN's emerging countries. This study employs the Generalized Method of Moment (GMM) and Generalized Least Square (GLS) methodology, using annual data for a 10-year period from 2007 to 2016. The empirical results support the argument. First, the digital technology development (usage of the mobile phone) can improve financial inclusion because technology makes it easier to access financial services to people who are difficult to reach.

Second, financial inclusion decreases income inequality, but it has no significant effect on reducing poverty. This finding indicates that formal financial services seem to be unable to reach the poor. Finally, the empirical results show that the increasing use of banking services through financial inclusion contributes positively to banking stability. Results of this study could encourage the presence of better policies to reform the financial sector by showing that the expansion in the use of financial services has a direct impact on financial/economic distribution. However, this study has several limitations related to limited data that can cause a small sample bias. It would be better if the future study to include more countries and observation period for generalization. The paper provides implication for the banking regulator that the usage of banking and formal financial services still dominated by middle- and high-income society. Furthermore, the synergies between promoting financial inclusion and financial stability can also exist if using the right tools. This paper provides a comprehensive analysis of the effect of using financial technology in enhancing financial inclusion, financial stability, as well as the role of financial inclusion on income equality and poverty alleviation in emerging ASEAN context. The paper also examines the effect of digital technology development in enhancing financial inclusion.

Short Biography

A PhD holder and Associate Professor in Finance and Banking with over 20-year experience. An Associate Professor at the Department of Management, Faculty of Economics and Business, Universitas Indonesia. Has qualifications as Registered Certified Financial Planner (CFP®), Diploma in Financial Planning, Qualified Wealth Management (QWP™), and Qualified Financial Educator (QFE) from the Financial Planning Standards Board (FPSB) Indonesia. Viverita holds a Ph.D Degree in Accounting and Finance from Monash University Australia in 2005. She has also awarded as Senior Research Fellow at Bank Indonesia in 2008; Endeavour Research Fellow from the Department of Education, Employment and Workplace Relations Australia February-July 2010 at Department of Finance, School of Business, Bond University, Australia; and as Research Fellow at Department of Banking and Finance, Monash Business School, on July 2016. She has been published and a reviewer of many reputable academic journals internationally and nationally. She also a consultant for several Indonesian government institutions.

INVITED SPEAKER

Dr. KOMANG BUDI ARYASA, ST, M.Eng

Head of Big Data, IoT & Research - PT Telekomunikasi Indonesia, Tbk

Restoring the Organization Growth: “During & Post Pandemic through Digital Transformation”



Abstract

Leaders in organization anticipate economic downturn 2021 because of Covid-19. This pandemic has also changed the way consumers spend their money. Many companies discontinued their operations in Q1 2020 and over half of them were in the market for more than 3 years. On the other hand, some companies have experienced very significant growth due to this pandemic situation and some of them have even found new business that different with their existing portfolio. Lesson learnt from companies that survived and growth, they transformed their business to become more digital.

For example in entertainment industry, they develop digital channel to enable customers watching movie online. In financial industry, the growth of mobile banking reach 70% and traditional channel decrease 10%-20%. This situation also happen in healthcare industry where people able to do online consultation. Organisation is focusing on digital. There are three ways to restore the growth in the coming year 2021, accelerate smoothly, nurture people and rebuild better. Companies still focus on their existing business and try to become fast followers. Training and retaining are the main concern on human capital. Digital is the enabler of the company growth. The are looking for the new ways to innovate to be ready to build the future.

Short Biography

Dr. Komang Budi Aryasa, ST, M.Eng graduated from STT Telkom Bandung, Indonesia as Bachelor of Telecomm Eng in 1995. He continued his study took Mater of Engineering, RMIT University, Melbourne, Australia on 1997. His career path, he worked at PT. TELKOM as Associate Vice President, Jakarta on 2013-2014. Afterwards continues study, he took Mini MBA INSEAD Abu Dhabi & Fontainebleau, France on 2014. Mr. Komang also has a career position at TELKOM as Big Data Project Director in 2014-2015 and Head of Big Data IoT and Research on 2015 until present time. He took Doctor in Strategic Management at Universitas Indonesia on 2018. He is also member of Task Force Team of Indonesia Artificial Intelligence Strategy and hold a position as Board of Advisor of Data Science Indonesia (DSI). Mr Komang also a member of ABDI (Asosiasi Big Data Indonesia).

INVITED SPEAKER

Ginto Hutagalung
HHRMA Banten

Hotel Human Resources: Challenges & Opportunities in Pandemic Covid-19



Abstract

Dealing with a new situation such Pandemic Covid-19, needs ability to adapt quickly. There are two big challenges in Human Resources in this situation; to manage payroll and to change employee's habit.

HR in Hotel industry manages payroll around 15% - 20% from hotel's revenue. It's very huge amount and of course significantly affecting the hotel's profit. We can do several things to reduce the payroll.

1. Create a new Organization Chart that suit to current business situation. Normally, there are 4 (three) types of employees in Hotels. Permanent Employee, Contracted Employee, Outsourced Employee and Daily Worker.

We have to let go our outsourced employee and daily worker because of very slow business. We need to re-arrange the job desk of our permanent and contracted employees. E.g. we train sales team to be security guards, etc.

2. Re-negotiate all contract with vendors (e.g.: Catering, Private Insurance). We usually change the catering every 3 months, but we can negotiate the agreement up to 1 year with lower price. We can do also the same thing to other vendors. If we can't get lower price, we have to find another vendors.

HR also takes a big role to lead the change of employee's habit. We are people of habits. It is very challenging to change the habit that we often did and change it with a new habit, especially about hygiene and sanitize. We can't just give "advisory", but we have to provide all the tools regarding this new habits. Thermo Scan before entering hotel and before leaving hotel, hand sanitizers are available in every area, provide proper mask, provide disinfectant spray in every workplace, re-arrange the working desk (1.5 meters from each other) and other things to prevent the spread of covid-19.

If we adapt quickly, I believe we can survive. We will see our employees able to work more effective and they can do more than 1 job. During their movement to another department, they will have a new perspective about what is actually another department do and it is very good to the team work.

Short Biography

Mr. Ginto graduated from President University majoring Bachelor of Science in Economic Hotel and Tourism Management. He started his career as HR & Training Assistant at Alila Hotel Jakarta with several task and assessment. His career as HR Manager since joined Hotel Grand Zuri Jababeka on 2012. After, He started to build career as HR Coordinator (Head) at Favehotel Kelapa Gading as Pre-opening team on 2013. Afterwards, Mr. Ginto joined D'Primahotel – Polo Group as Corporate Human Resources Manager with task recruitment, staff mapping and training on 2014. Recent career, He joining Novotel Tangerang as Talent & Culture (HR) Manager on 2015 until present time. Meanwhile, he also appointing as Hotel Human Resources Manager Association – Banten Chapter as Chairman since 2016 until present.

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Bank Perspective Of Solar PV Power (Plts) Project Bankability In Indonesia

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ABSTRACT: Lack of bankability project becomes one of the major concerns in the slow development of renewable energy in Indonesia. As of October 2019, there are 27 Power Purchase Agreements (PPAs) that have not reached financial close and 5 projects have been terminated out of 75 PPAs signed between 2017 – 2018. Despite being the most abundant renewable energy source in Indonesia, there are only 152 MW Solar PV powerplant (PLTS) installed or about 0.028% of the total potential. This study aims to understand how the commercial bank's perspective on Solar PV project bankability is influenced by several bankability criteria. In this research, there are five classifications of bankability criteria which are strength of sponsor, political and legal environment, project's financial strength, transaction characteristic, and mitigation and security package. The survey is distributed to the commercial banks that ranked in the top 35 based on its total capital which covers banks with BUKU 4, 3, and 2. The result indicates that how the banks perceived Solar PV project bankability is influenced by their perception of the project's financial strength and transaction characteristic criteria. This describes that the focus of the commercial banks in determining project bankability is the success in developing and operating the project to meet its financial obligation.

KEYWORDS: *Project Bankability, Commercial Bank, Solar PV Project*

The Effect of Government Ownership on Financial Performance of Listed Telecommunication Company in Us and Asia Region

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ABSTRACT: Government intervention on certain companies would increase firm financial performance. Various researches have been conducted to explore the impact of government control on certain company. This research focused on Telco in various region based on government ownership in Malaysia [3] as the main journal, who observed the effect of government ownership to the performance of GLCs in Malaysia. A research that published by GSMA on the mobile economy 2019 also stated that there are seven countries that account for half of mobile subscribers and two of them were the US and Indonesia. In 2025, Indonesia will be number 3 in smartphone connection around 410 million users and the US will be number 4 with 346 users. This study uses 38 data Telco from 2014-2018 and finds there are significant relationship in Government Ownership to Financial Performance of Telecommunication Company in US and Asia Region using data panel regression model. The main purpose of this paper is to study and analyze the effect of Government Ownership on performance Telecommunication Company in US and Asia Region (Developed Countries and Emerging Market) by using financial approach which concentrates on measuring impact on Accounting Based (ROA & ROE) and Market Performance (PER & Tobin's Q). Result of this research conclude that Government Ownership was proved significant and positively affects the Telco financial performance in all region. Interestingly, in separated result there are certain pattern that Government Ownership had an effect to Market Performance in US and to Accounting Performance in Asia Region (Non-US).

KEYWORDS: *Government Ownership, Financial Performance, ROA, ROE, PER, Tobins Q*