



BUDI BAKTI SCHOOL OF MANAGEMENT

2 July 2026

No : 05/Und/LPPM.BB/VII/2026

Att. : 1

Subject : Invitation to The 1st International Conference on Management Studies (ICEMIES) 2026

To

Ir. Besar Agung Martono, M.M., DBA
The Honorable Rector of IPWIJA University
Bogor

Dear Ir. Besar Agung Martono,

Warm greetings from STIM Budi Bakti.

On behalf of the Organizing Committee, it is our great pleasure to invite you to attend and deliver opening remarks at **The 1st International Conference on Management Studies (ICEMIES) 2026** with the theme: *"Digital Economy and Smart Business: Redefining Management in the Era of Disruption."*

The event details are as follows:

Date : Saturday, 4 July 2026

Time : 08.00 – 16.10 WIB

Zoom Link :

<https://us06web.zoom.us/j/86072656555?pwd=sFt5VzmbxLUB18FpNvBd8kGStibMLE.1>

Meeting ID: 860 7265 6555

Passcode: 12345

We would be deeply honored if you would kindly deliver opening remarks during the Opening Ceremony session as a distinguished academic leader and strategic partner of STIM Budi Bakti. Your presence and insights would greatly enrich the conference and inspire participants from Indonesia and abroad.

We sincerely hope that you will be able to accept this invitation and join us in making ICEMIES 2026 a meaningful and successful international academic event.

Thank you for your kind consideration. We look forward to your favorable response.

Best Regards,
Head of LPPM STIM Budi Bakti,



Assoc. Prof. Dr. Efrita Norman
NIP. 10432070002

Number : 005/Und/LPPM.BB/VI/2026
Att. : 1
Subject : Invitation Letter for Presenters of The 1st ICEMIES 2026

To:
Presenters of The 1st ICEMIES 2026 (as annexes)

Dear Respected Presenters,

Warm greetings from the Organizing Committee of **The 1st International Conference on Management Studies (ICEMIES) 2026**.

We would like to express our sincere gratitude for your upcoming participation as a **Presenter** at ICEMIES 2026 with the theme: "Digital Economy and Smart Business: Redefining Management in the Era of Disruption". The conference is organized by Sekolah Tinggi Ilmu Manajemen (STIM) Budi Bakti and in collaboration with several institutions, will be held on Saturday, 4 July 2026, Jakarta Time (see attached rundown for details).

The conference will be conducted via the **Zoom platform**, and the meeting link will be shared with all participants in due course.

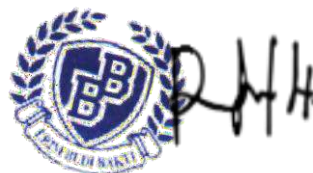
To facilitate the conference proceedings, we kindly request all presenters to submit Presentation Slides **before 3rd July 2026** through the following link: <https://tinyurl.com/PPTICEMIES26> and full paper through this link: <https://tinyurl.com/FullPaperICEMIES26>.

As a token of our appreciation for your valuable contribution to the conference, an **electronic certificate** will be provided to all presenters and speakers following the event.

We highly appreciate your support and participation and look forward to your valuable contribution to the success of ICEMIES 2026.

Thank you for your kind attention and cooperation.

Warm regards,



Assoc. Prof. Dr. Efrita Norman
Chair of ICEMIES 2026

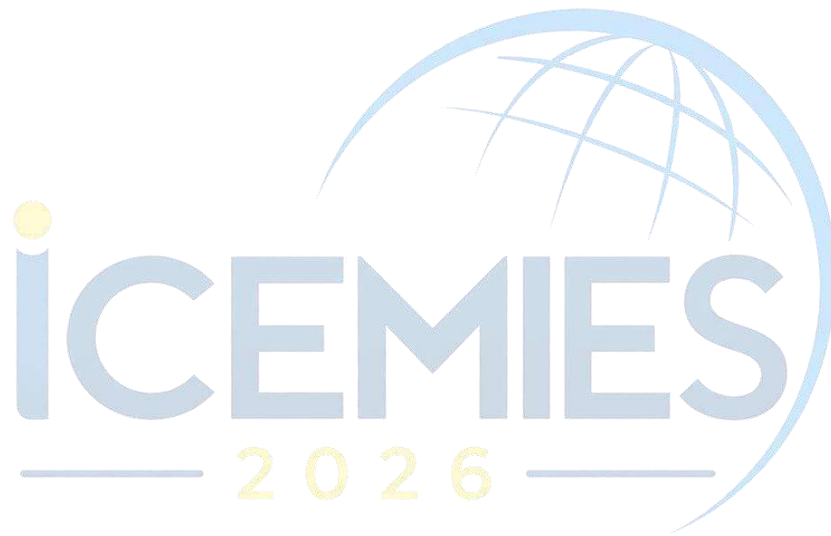


**Rundown of The 1st International Conference on Management Studies (ICEMIES) 2026 by the theme: "Digital Economy and Smart Business: Redefining Management in the Era of Disruption."
Saturday, July 04 2026, Jakarta's Time.**

Opening Session			
No.	Program	In Charge	Time Allotment
1	Opening Zoom	Zoom Host	08.00-09.00
2	Opening Session	MC	09.00-09.05
3	Reading Holy al-Qurán	Sanis	09.05-09.10
4	Singing Indonesian & Egypt National Anthem	All Participants	09.10-09.15
5	Wellcoming Speech	Dr (C) Aza El Munadiyan, S.Si., M.M., AMIPR. (Chair of STIM Budi Bakti)	09.15-09.25
6	Keynote Speaker I	Ir. Besar Agung Martono, MM., DBA. (Rector of Universitas IPWIJA, Indonesia)	09.25-09.55
7	Keynote Speaker II	Prof. Dr. Deshinta Arrova Dewi (Faculty of Data Science and Information Technology INTI International University, Malaysia)	09.55-10.25
Plenary Speaker Session I			
8	Guest Speaker 1 :	Prof. Dr. Renea Shinta Aminda., SE., MM. (Profesor of economics, Pakuan University, Indonesia)	Moderator: Busri, M.Pd. Time: 10.25-12.00
9	Guest Speaker 2 :	Dr. Noor Aimi Binti Mohamad Puad, (Assistant professor, Department of Finance, Kuliyyah of Economics & Mangement Sciences, International Islamic University of Malaysia (IIUM))	
Paralel Session 13.00-15.30 Jakarta's Time			
10	Room 1-10	Presenters	Room's Moderators
Plenary Speakers Session II 15.30-16.00 Jakarta's Time			
11	Guest Speaker II	Prof. Dr. Gül Erkol Bayram, (Sinop University, Turkey)	Moderator: Nasrullah, M.Pd. Time:
12	Guest Speaker IV	Dr. Alhamzah Al Sayed Noor (College of Business Administration, A'Shargivah	



		University, Ibra, Oman)	15.30-16.00
Closing Session			
No.	Program	In Charge	Time Allotment
13	Report and Recommendation by Organizer	Meliyana	16.00-16.10
14	Closing	MC	16.10-16.15



Parallel Session

The 1st International Conference on Management Studies (ICEMIES) 2026 by the theme: “Digital Economy and Smart Business: Redefining Management in the Era of Disruption.

Saturday, July 04 2026, Jakarta’s Time.

Time Allotment	Name and Affiliation	Title	Moderator and Room
13.00-14.00	أ.د. عبد السلام حمود غالب الانسي, جامعة راسو آسيوييا, إفريقيا	الإدارة التربوية في مؤسسات التعليم الإسلامي في ظل التحول الرقمي: رؤية إسلامية معاصرة	Room 1 Session Chair: Indri Guslina
13.00-14.00	Indri Guslina, Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	The Effect of Digital Competence on Employee Performance through Employee Adaptability at PT Kareta Sabila	
13.00-14.00	Wawan Sismadi, IPWIJA, Indonesia	Web-Based Face Recognition Technology for Digital Student Attendance Management: Efficiency and Performance Analysis in the Era of Digital Economy Agama Islam	
13.00-14.00	Arif Igo, Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	How Social Media Marketing And Brand Image Drive Repurchase Intention: The Role Of Customer Satisfaction As A Mediator	
13.00-14.00	Rita Mardiana, Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	Pengaruh Keterlibatan Karyawan Terhadap Efektivitas Kerja Bagian Sarung Tangan Pada Line 1-4 PT XYZ Cakung Jakarta	
13.00-14.00	Parwinder Kaur, CT University, India	Decoding Generation Z Brand Engagement: A Systematic Literature Review of Social Media Marketing Strategies, Consumer Interactions, and Emerging Digital Trends	
13.00-14.00	Rina Fatimah, Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	Career Planning Analysis Among Early-Semester Students of STIM Budi Bakti	Room 2 Session Chair: Rina Fatimah
13.00-14.00	Titing Widyastuti, IPWIJA, Indonesia	The Impact of QRIS Implementation on Dedollarization and Indonesia’s Digital Economic Transformation	
13.00-	Prwinder Kaur	AI as a Driver of Digital	



Time Allotment	Name and Affiliation	Title	Moderator and Room
14.00	CT University, India	Transformation and Smart Business Performance in SMEs	
13.00-14.00	Yuridistya Primadhita IPWIJA, Indonesia	The Role of the Islamic Digital Business Ecosystem in Enhancing MSME Competitiveness: The Effects of Digital Marketing Capability and Fintech Adoption	
13.00-14.00	B. Retno Pratiwi Sakti Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	The Impact of Product Quality and Price Perception on Purchase Decisions of Nobrands_Footwear Local Shoes for Loyal Consumers in Cinere	
13.00-14.00	Vivi Ristanti, Vivi Ristanti, Anisa Pitri, Yuni Annisa, Aldi Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	The Impact of Customer Experience on Customer Loyalty: The Mediating Role of Customer Satisfaction in the Madaya Café	Room 3 Session Chair: Vivi Ristanti
13.00-14.00	Adrian Adha Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	The Effect of Organizational Climate and Work-Life Balance on Teacher Performance at Mutiara Insani Vocational High School, Parung	
13.00-14.00	Taufik IPWIJA, Indonesia	Energy Security and Electric Vehicle Adoption: A Netnographic Analysis of Digital Consumer Narratives in Jakarta	
13.00-14.00	Feby Ariyani Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	The Influence of Social Media Marketing and Brand Awareness on Purchasing Decisions for AyuMeera Brand Hijab Shaper Tape Products on the Indonesian Shopee Marketplace	
13.00-14.00	Shivangi Punjab College of Technical Education, India	Decoding Generation Z Brand Engagement: A Systematic Literature Review of Social Media Marketing Strategies, Consumer Interactions, and Emerging Digital Trends	
13.00-14.00	Aza El Munadiyan Sekolah Tinggi Ilmu Manajemen Budi Bakti, Indonesia	Comparative Study of Sustainable Business and Green Economy in Indonesia and Malaysia: Legal and Digital Economy Perspectives	



Time Allotment	Name and Affiliation	Title	Moderator and Room
14.10-15.30	Khumairo Fatinah Zahra	Pengaruh Voucher Diskon Pengguna Baru, Kemudahan Aplikasi, dan Kepuasan Pelanggan terhadap Keputusan Pembelian Konsumen Kopi Kenangan Outlet Tananima.	Room 4 Session Chair: Aza El Munadiyan & Asep Hendriana
14.10-15.30	Ahmad Sofyan	Pengaruh Promosi Digital dan Citra Sekolah Terhadap Minat Pendaftaran Siswa Baru di Mts Hudatul Falah Ciseeng Bogor	
14.10-15.30	Tiara Marlita	Pengaruh Influencer Dan Live Streaming Tik Tok Shop Terhadap Minat Beli Produk Skincare Skintific Di Kabupaten Bogor	
14.10-15.30	Fikri Haical Sahputra	Pengaruh Viral Marketing dan Brand Image Terhadap Keputusan Pembelian Smartphone Xiaomi	
14.10-15.30	Rafika	Pengaruh Dimensi Promosi Terhadap Loyalitas Konsumen Produk Private Label Indomaret	
14.10-15.30	Kelty Nurdarani Loves	Pengaruh Lifestyle Brand terhadap Perilaku Konsumen Generasi Z pada Produk Kopi Tuku di Kabupaten Bogor	
14.10-15.30	Ai Yuliasuti	Pengaruh Budaya Kerja dan Teamwork terhadap Employee Engagement Karyawan Alfamart di Kecamatan Parung Bogor	Room 5 Session Chair: Indri Guslina & B Retno Pratiwi S
14.10-15.30	Nurdiansyah	Pengaruh Pendidikan Dan Pelatihan Terhadap Efektifitas Kerja Tenaga Pengajar Pkbm Di Kabupaten Bogor	
14.10-15.30	MEGA PUSPITASARI	"Perspektif Mitra GrabBike Tentang Sistem Komisi Aplikasi Yang Berdampak Pada Layanan"	
14.10-15.30	Zaenul Ridwan Syahputra	Optimalisasi Strategi Pemasaran Digital untuk Meningkatkan Daya Saing Konveksi DigdayaCo di Era Industri 4.0	
14.10-15.30	Dyah Hastari	Pengaruh Brand Awareness Dan Perceived Quality Pada Purchase Intention: Studi Pada	



Time Allotment	Name and Affiliation	Title	Moderator and Room
		Konsumen Gen-Z Maya Sarden Di Parung, Kabupaten Bogor	
14.10-15.30	Muhammad Alfaridzi Hasannudin	Pengaruh Electronic Word Of Mouth (E-WOM) dan Fear Of Missing Out (FOMO) terhadap Keputusan Pembelian pada Pengguna TikTok Shop	
14.10-15.30	Ananda Alvin Adam Asrudin	Pengaruh Employer Branding Terhadap Minat Bertahan Karyawan Di Batoo Farm Adventur	
14.10-15.30	Fazar Azkhia Rizanta	Pengaruh Likuiditas dan GCG Terhadap Financial Distresa Perusahaan Real Estate	Room 6 Session Chair: Rina Fatimah & Lily Zulaeha
14.10-15.30	Malik Dynar Arijan	Analisis Rasio Pasar dan Profitabilitas Saham GOTO dalam Mitigasi Risiko Investasi	
14.10-15.30	Nur Fatihah Rizkia	Pengaruh Rating Produk dan Ulasan Konsumen Shopee terhadap Keputusan Pembelian Produk Wardah di kabupaten Bogor	
14.10-15.30	Icca Apriliyanti	Pengaruh influencer marketing dan brand awareness terhadap keputusan pembelian produk skintific pada tiktok shop di kabupaten bogor	
14.10-15.30	Novita Ulan Dari	Pengaruh Live Straming Dan Product Bundling Terhadap Keputusan Impulsing Buying Product Glad2glow Pada Aplikasi Tiktok Shop Di Kabupaten Bogor.	
14.10-15.30	Rahmah Indrianingsih	Pengaruh Gaya Hidup dan Promosi Online Terhadap Keputusan Pembelian Konsumen Pada Produk Eiger di Kabupaten Bogor	
14.10-15.30	Jebdea Masywa fahey	Deskripsi Pengalaman Konsumen Generasi Z dalam Menyikapi Dugaan Isu Etika Founder Brand Thanksinsomnia terhadap Loyalitas Pelanggan	
14.10-15.30	Dina Ananda	Pengaruh Affiliate Marketing Dan Online Customer Review Terhadap Minat Beli Produk Skintific Di Tiktok Shop Pada	



Time Allotment	Name and Affiliation	Title	Moderator and Room
		Generasi-Z Di Kabupaten Bogor	Room 7 Session Chair: Rita Mardiana & Ahmad Juhari
14.10-15.30	Shinta Alodia	Pengaruh Sosial Media Instagram Dan Citra Sekolah Terhadap Keputusan Pendaftaran Di SMP-IT DAR EL-HIJRAH	
14.10-15.30	Fadilah Rizki Andini	Pengaruh literasi keuangan digital terhadap profitabilitas UMKM di kecamatan kemang	
14.10-15.30	Nur Permatasari	Analisis Kinerja Keuangan Dan Posisi Portofolio Strategis Unit Bisnis Bumbu Dan Roti Pada PT XYZ Periode 2022-2024	
14.10-15.30	Jejen Jaelani Suryana	Pengaruh Knowledge Manajemen Terhadap locus Of Control Karyawan Melalui Self-Efficacy Pada PT Bhinneka Tekno Sejati	
14.10-15.30	Meylinda	Strategi Branding Produk Dan Digital Marketing Dalam Meningkatkan Penjualan Umkm Umpan Ikan Berbasis Project Based Learning	
14.10-15.30	Andri Yulianto	Pengaruh Audit Internal Terhadap Efektivitas Sistem Pengendalian Internal	Room 8 Session Chair: Arif Igo & Iqbal
14.10-15.30	Agus Resmanto	Pengaruh Suku Bunga Pinjaman dan Promosi Terhadap Keputusan Kredit Pensiun di Bank Mandiri Taspen KCP Leuwiliang	
14.10-15.30	Ariq Yusran	Optimalisasi Pemasaran Melalui Pendampingan Re-Branding Logo Umkm Keripik Ubi Ungu Ibu Tawar	
14.10-15.30	Fio Dorova Atha	Pendampingan Pemasaran Digital pada UMKM Jasa Terapi Pengobatan Klasik dan Bekam HAF Bogor	
14.10-15.30	Nur Haliza	Pengaruh Live Streaming dan Konten Marketing Terhadap Minat Beli Produk Hijab Paris Varisha Di TikTokShop Pada Generasi Z Di Kabupaten Bogor	
14.10-15.30	Andika Pratama Putra	Pengaruh Konten Marketing dan Aksesibilitas terhadap	



Time Allotment	Name and Affiliation	Title	Moderator and Room
		Minat Kunjungan Wisatawan pada Batoo Farm Adventure	
14.10-15.30	Kikis Kharisma	Pengaruh Livestreaming Tiktok Shop Terhadap Keputusan Pembelian Pelanggan: Survei Pada Masyarakat Generasi Z Di Kota Bogor	
14.10-15.30	Arum Nisa Prameswari	Efikasi diri dan locus of control dengan komitmen organisasi sebagai variabel intervening pada karyawan lotte grosir Ciputat	Room 9 Session Chair: Adrian Adha & Kushardanta
14.10-15.30	Khalid khaliza sufi p	Pengaruh beban kerja dan komitmen organisasi terhadap burnout karyawan (studi kasus pada PT Lastana Ekspres Indonesia Hub Tajurhalang)	
14.10-15.30	Sella Susilawati	Pengaruh Peran HRD dan Talent Acquisition terhadap Kualitas Rekrutment Seleksi pada LKC Dompot Dhuafa	
14.10-15.30	Reni Lestari	Pengaruh Harga dan Desain Kemasan terhadap Keputusan Pembelian Konsumen Produk Sosis Mabel Single	
14.10-15.30	Muhamad Abdi Setiawan Gibran	Hubungan Antara Fleksibilitas Dan Lingkungan Kerja Terhadap Kepuasan Kerja Guru Sekolah Menengah Pertama di Kecamatan Kemang	
14.10-15.30	Hesti Luvita Inriana	Pengaruh Soft Skills dan Digital Skills terhadap Kesiapan Kerja Melalui Self Efficacy pada Mahasiswa Generasi Z dalam Menghadapi Industri 4.0	
14.10-15.30	Abdul Rohman	Pengaruh Profitabilitas (ROA) dan Struktur Modal (DER) terhadap Nilai Perusahaan pada Sektor Perbankan yang Terdaftar di Bursa Efek Indonesia Tahun 2021-2025	
14.10-15.30	Rizky Sindhu Wardoyo	Pengaruh Gaya Hidup Digital dan Kepercayaan terhadap Keputusan Pembelian Konsumen Generasi Z di Kota Bogor pada E-Commerce Shopee	



Time Allotment	Name and Affiliation	Title	Moderator and Room
14.10-15.30	Nazwa Rizkia Anggraini	Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan di Outbound Sapadia Parung	Room 10 Session Chair: Vivi Ristanti & Feby Ariyani
14.10-15.30	Andika Putra Pertama	Pengaruh Strategi Search Engine Optimization (SEO) Lokal terhadap Minat Pendaftaran pada Smart Ekselensia Indonesia	
14.10-15.30	Ade Rahma Sari	Pengaruh Rating dan Review Google Maps terhadap Minat Beli Konsumen pada Cafe Njaya	
14.10-15.30	Rizqi Wildan Fadillah	Digital Marketing dan Rebranding Kemasan pada UMKM Hidroponik Pasir Jambu	
14.10-15.30	Edi Syaputra	Pemberdayaan UMKM baby spa melalui pendampingan Instagram bisnis dan Whatsap bisnis pada baby spa dan mom treatment bunda Eka	
14.10-15.30	Eliya Rohaya	Pengaruh Live Streaming TikTok Shop dan Kepercayaan Konsumen terhadap Keputusan Pembelian Generasi Z di Kabupaten Bogor	





The 1st International Conference On Management Studies

*Digital Economy and Smart Business:
Redefining Management in the Era of Disruption*

CONFERENCE GUIDELINES

ICEMIES 2026

The 1st International Conference on
Management Studies



Saturday,
4 July 2026



Budi Bakti Campus,
Bogor, West Java, Indonesia



Website
www.simbudibakti.ac.id



INTERNATIONAL
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GLOBAL
PARTNERSHIP

Organized by:



Budi Bakti School
of Management

#KuliahMudah
#SemuaBisaKuliah
#ConnectingToFuturepreneur

INTRODUCTION

Background

The International
Conference on

Management, Economics, Innovation, and Sustainability (ICEMIES 2026) is an international academic forum brought by Sekolah Tinggi Ilmu Manajemen Budi Bakti (STIMBB) in collaboration with Universitas IPWIJA and other institutions, established to facilitate scholarly dialogue among researchers, academics, professionals, policymakers, industry leaders, entrepreneurs, and postgraduate students from around the world. The conference serves as a strategic platform for presenting original research, exchanging innovative ideas, and strengthening international academic collaboration in response to the rapid transformation of global business and management practices.

The emergence of digital technologies, artificial intelligence, big data analytics, blockchain, financial technology, and sustainable business models has fundamentally reshaped the landscape of management sciences. Organizations are increasingly required to adapt to disruptive innovations while maintaining ethical governance, organizational resilience, economic sustainability, and social responsibility. Consequently, researchers are challenged to produce scientific knowledge capable of addressing these dynamic developments through evidence-based approaches and interdisciplinary collaboration.

ICEMIES 2026 is organized to encourage the dissemination of high-quality research that contributes to theoretical advancement and practical solutions in management, economics, entrepreneurship, innovation, digital transformation, and sustainability. The conference also promotes meaningful collaboration among universities, research institutions, government agencies, industries, and international organizations in order to strengthen global partnerships and improve research impact.

These Conference Guidelines have been developed as the official reference for all participants involved in ICEMIES 2026. They establish standardized procedures covering manuscript preparation, submission, peer review, registration, presentation, publication, ethical conduct, and conference participation. Compliance with these guidelines is essential to ensure that every stage of the conference is conducted professionally, transparently, fairly, and in accordance with internationally accepted academic standards.

Furthermore, these guidelines reflect the conference's commitment to academic excellence, research integrity, inclusiveness, diversity, innovation, and sustainable development. Through adherence to these principles, ICEMIES 2026 aspires to become one of the leading international conferences in the fields of management, economics,

innovation, and sustainability.

Vision

To become a globally recognized international conference that promotes scientific excellence, interdisciplinary collaboration, innovative research, and sustainable development through the dissemination of high-quality academic works in management, economics, innovation, and sustainability.

Mission

The mission of ICEMIES 2026 is to provide an inclusive international forum where scholars, practitioners, and policymakers can exchange knowledge and innovative ideas addressing contemporary challenges in management and business. The conference seeks to encourage interdisciplinary research, strengthen international academic networks, promote ethical scientific publication, support sustainable development goals, and facilitate collaborations between universities, industries, governments, and professional organizations.

Objectives

ICEMIES 2026 aims to disseminate high-quality scientific research, foster global collaboration among researchers and institutions, encourage innovation in management and business practices, enhance publication quality through rigorous peer review, promote evidence-based policy recommendations, and support the implementation of sustainable development principles in organizational and economic contexts.

CONFERENCE SCOPE

ICEMIES
2026
welcome

s original scientific contributions from a broad range of disciplines related to management, economics, business, entrepreneurship, innovation, finance, digital transformation, public administration, educational management, organizational behavior, marketing, accounting, Islamic economics, sustainability, tourism management, human resource development, information systems, business analytics, artificial intelligence applications in management, and other interdisciplinary fields that contribute to contemporary management studies. The conference encourages empirical research, conceptual papers, systematic literature reviews, bibliometric analyses, case studies, action research, mixed-methods research, qualitative studies, quantitative analyses, and interdisciplinary investigations that demonstrate methodological rigor and practical

significance.

GENERAL GUIDELINES

For All Participants

1. Participants are expected to join the conference using their registered full name and

affiliation in the Zoom display name format:

Full Name – Registration Category (Presenter/Participant)– Institution

(Example: *Meliyana – Presenter – STIMBB*)

2. Participants are encouraged to join the Zoom meeting at least **30 minutes before the session begins** to ensure smooth registration and technical preparation.

Zoom Meeting Link:

<https://us06web.zoom.us/j/86072656555?pwd=sFt5VzmbxLUB18FpNvBd8kGStibMLE.1>

Meeting ID: 860 7265 6555

Passcode: 12345

3. Participants are expected to maintain professional conduct and observe academic etiquette throughout the conference.
4. Microphones should remain muted unless participants are invited to speak or ask questions.
5. Participants are encouraged to keep their cameras on during plenary sessions whenever possible to foster engagement and networking.
6. Recording, reproducing, or redistributing conference materials without prior permission from the organizing committee is prohibited.
7. Participants should use the Zoom chat feature responsibly and only for academic or conference-related communication.
8. All participants are expected to uphold professionalism, mutual respect, academic integrity, and cultural diversity throughout the conference. Discrimination, harassment, disruptive behavior, hate speech, and any actions that compromise the academic environment are strictly prohibited.

9. Participants should engage in constructive academic discussions while respecting differing scholarly perspectives.

Additional Requirements: For Presenters Only

Accepted authors are required to present their research during assigned parallel sessions. Oral presentations should be delivered professionally using clear and concise [presentation slides template](#) designated by the organizer. Before uploading the PPT file, please make sure:

1. PPT follows the provided template by the organizer;
2. Format file allowed is .pptx or .pdf;
3. Rename the file as follows: Your Full Name_Affiliation (e.g. Meliyana_STIM Budi Bakti)
4. Upload PPT to your assigned room according to the parallel session schedule (see on rundown) through this link: <https://tinyurl.com/PPTICEMIES26>.

Each presenter will receive 8 to 10 minutes for presentation subsequently, then 10 minutes for discussion at the end of the session. Presentations should focus on research objectives, methodology, major findings, scientific contributions, and future research directions. Online presenters should ensure stable internet connectivity and use the official [conference virtual background](#) throughout the event.

MANUSCRIPT SUBMISSION GUIDELINES

Authors are required to submit original manuscripts written in English using the official conference template provided by the organizing committee (download here:

[https://tinyurl.com/ArticleTem](https://tinyurl.com/ArticleTemplateICEMIES)

[plateICEMIES](#) and submit through: <https://tinyurl.com/FullPaperICEMIES26>).

Submitted papers must not have been previously published or simultaneously submitted to another conference or journal.

A complete manuscript should generally consist of the following sections:

- Title

- Authors and affiliations
- Abstract
- Keywords
- Introduction
- Literature Review
- Research Methodology
- Results
- Discussion
- Conclusion
- Acknowledgement (optional)
- References

Papers should normally range between 6 and 10 pages unless otherwise specified by the publication partner. References should primarily consist of peer-reviewed journal articles published within the last ten years.

Peer Review Process

Every submitted manuscript undergoes a rigorous double-blind peer-review process. At least two independent reviewers evaluate each paper based on originality, scientific contribution, methodological quality, clarity of presentation, literature relevance, analytical rigor, and practical implications.

Authors receiving revision requests are expected to respond comprehensively to all reviewer comments. The Editorial Board reserves the right to reject manuscripts that fail to satisfy scientific quality standards after revision.

Publication Ethics

ICEMIES 2026 fully adheres to international standards of publication ethics and research integrity. Authors are responsible for ensuring that all submitted manuscripts represent original scholarly work.

The conference strictly prohibits plagiarism, duplicate submission, simultaneous submission, fabricated data, falsified findings, manipulated images, citation manipulation, ghost authorship, gift authorship, and any other forms of academic misconduct.

Every manuscript will undergo similarity checking using internationally recognized plagiarism detection software before entering the peer-review process.

Publication Policy

Accepted papers that are successfully presented during the conference will be

considered for publication in the official conference proceedings or selected partner journals. Publication decisions depend upon reviewer recommendations, editorial evaluation, compliance with formatting requirements, ethical standards, and successful completion of all required revisions. Presentation at the conference does not automatically guarantee publication.

CERTIFICATES AND AWARDS

Digital certificates will be issued to keynote speakers, invited speakers, presenters, reviewers, session chairs, and

registered participants who fulfill the attendance requirements.

ICEMIES 2026 also recognizes outstanding contributions through the Best Presenter Award, which are determined based on scientific quality, originality, innovation, presentation performance, and reviewer evaluations.

CLOSING STATEMENT

The Organizing Committee sincerely welcomes all participants to ICEMIES 2026 and expresses appreciation for their valuable contributions to

the advancement of management, economics, innovation, and sustainability studies. Through active participation, ethical research practices, and meaningful international collaboration, the conference seeks to generate impactful scientific knowledge capable of addressing contemporary global challenges.

The committee hopes that ICEMIES 2026 will serve not only as a venue for presenting research findings but also as a catalyst for long-term academic partnerships, interdisciplinary innovation, and sustainable development initiatives across nations. By bringing together distinguished scholars, practitioners, policymakers, and emerging researchers, the conference aspires to foster an inclusive intellectual community committed to excellence, integrity, and societal impact. Participants are encouraged to continue the collaborations initiated during the conference through joint research

projects, publications, academic exchanges, and professional networks that extend beyond the event itself.





The 1st International Conference On Management Studies

Digital Economy and Smart Business:
Redefining Management in the Era of Disruption

Digital Economy and Smart Business: Redefining Management in the Era of Disruption

Besar Agung Martono
Universitas IPWIJA



Saturday, 4 July 2026
International Conference



International Academic Conference
Bogor, West Java, Indonesia



Organized by:
Budi Bakti School
of Management



Supported by:
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Budi Bakti Yayasan



#KuliahMudah
#SemuaBisaKuliah
#SekolahVokasitechnopreneur





The 1st International Conference On Management Studies

Digital Economy and Smart Business:
Redefining Management in the Era of Disruption

Living in the Age of Permanent Disruption

- Throughout history, every industrial revolution has fundamentally transformed civilization.
- The First Industrial Revolution introduced mechanization.
- The Second Industrial Revolution brought electricity and mass production.
- The Third Industrial Revolution connected the world through computers and the Internet.
- Today, we are experiencing something far more comprehensive.
- Artificial Intelligence is no longer confined to laboratories.



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The New Currency of the Global Economy

- For centuries, economic growth depended primarily upon natural resources.
- Countries competed based on land, minerals, oil, and manufacturing capacity.
- Today, the world's most strategic resources are increasingly intangible.
- Knowledge; Innovation.
- Digital talent.
- Artificial Intelligence; Intellectual property.



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Why Management Must Be Redefined

- Management theories developed by pioneers such as Peter Drucker, Henri Fayol, and Michael Porter remain highly relevant.
- Their principles of planning, organizing, leading, and controlling to provide strong foundations.
- However, the environment in which these principles are applied has changed dramatically.
- Ten years ago, Human Resource managers reviewed printed CVs.
- Today, Artificial Intelligence screens thousands of applications within minutes.
- Traditional marketing relied heavily on television advertisements and billboards.



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8 Strategic Pillars of Future Management & Indonesia Cases

1. Digital Transformation and Business Innovation
2. Smart Business and Emerging Technologies
3. Strategic Management in the Era of Disruption
4. Digital Marketing and Consumer Behavior
5. Human Resource and Leadership Transformation
6. Smart Finance and Digital Economy Policies
7. Sustainable and Inclusive Digital Economy
8. Industry 4.0 and Future Business Trends

BRI, Halodoc, Traveloka
Pertamina Smart Refinery
Telkom, QRIS
TikTok, Shopee Live
myBBCA, Livin by Mandiri
Danantara
RDF, Circular Economy
Making Indonesia 4.0



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Indonesia: A Nation Standing at the Crossroads of Opportunity

- Indonesia is entering one of the most exciting periods in its national development.
- With a population exceeding 280 million people, Indonesia is the fourth most populous nation in the world.
- More importantly, Indonesia enjoys a demographic bonus in which the majority of its population is within productive working age.
- This demographic structure creates enormous opportunities.
- Young people adapt quickly to technology. Digital adoption grows rapidly.



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Indonesia's Digital Transformation Agenda

- The Government of Indonesia has also demonstrated a strong commitment to accelerating digital transformation.
- National initiatives include digital public services, integrated digital identity, artificial intelligence adoption, cybersecurity enhancement, digital talent development.
- They represent institutional transformation.
- The objective is not simply to digitize existing processes.
- The objective is to redesign how government creates value for citizens.



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The Responsibility of Universities

- As university leaders, we face an equally profound challenge.
- Our responsibility is no longer limited to producing graduates.
- Universities must now produce innovators.
- Entrepreneurs. Digital leaders.
- Ethical decision-makers.
- Global citizens.
- Our graduates will compete not only with graduates from neighbouring universities.



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The Future of Universities: From Knowledge Providers to Innovation Ecosystems

- Who will prepare the leaders capable of managing this future?
- The answer is clear: Universities.
- But not universities as we knew them twenty years ago.
- The university of the future cannot simply be a place where knowledge is transferred from lecturers to students.
- Knowledge has become abundant.
- With just one smartphone, a student can access lectures from Harvard, Oxford, MIT, Stanford, the National University of Singapore, or Universitas Indonesia.



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The New Mission of Higher Education

- The traditional missions of universities have always been threefold:
- Education; Research; Community service. However, their implementation must evolve.
- Education should no longer focus solely on delivering information.
- Instead, education should cultivate curiosity, creativity, critical thinking, ethical reasoning, collaboration, and adaptability.
- Committed to strengthening collaboration with industries, government institutions, international universities, and local communities.



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A Message to Researchers

- Allow me to speak directly to all researchers present today.
- Research has extraordinary power.
- Research changes public policy.
- Research transforms industries.
- Research saves lives.
- Research protects the environment.
- Research creates economic prosperity.



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A Message to Students

- You belong to one of the most fortunate generations in history.
- Never before have young people enjoyed access to so much information.
- Never before have young entrepreneurs possessed such enormous opportunities.
- Never before has innovation been so accessible.
- However, with great opportunity comes great responsibility.
- Artificial Intelligence can help you complete assignments.



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Our Shared Responsibility

- Today, humanity faces challenges that no country can solve alone.
- Extended wars; Injustice.
- Climate change; Food security.
- Public health; Humanity.
- Digital inequality; Cybersecurity.
- Energy transition.
- Artificial Intelligence governance.



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Closing Reflection

- Throughout history, human civilization has never been transformed by technology alone.
- Civilization has always been transformed by visionary people who used technology wisely.
- Artificial Intelligence is powerful.
- But human wisdom remains more powerful.
- Digital transformation is important.
- But transformational leadership is even more important.



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Final Call for Collaboration

- Allow me to invite every university represented here today to strengthen our collaboration.
- Let us create more joint research.
- More student exchanges; More faculty mobility.
- More collaborative publications.
- More innovation projects.
- More community empowerment programs.



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Closing

I would like to end with a quotation from Peter Drucker, the father of modern management:

"The best way to predict the future is to create it."

Today, we are not merely discussing the future.

We are creating it. Together.

Through research. Through innovation.



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THANK YOU



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CERTIFICATE

Number : 137/SKet/LPPM.BB/VII/2026

Proudly Present to :

Ir. Besar Agung Martono, MM., DBA.

Universitas IPWIJA, Indonesia

as :

Keynote Speaker

of the 1st International Conference on Management Studies (ICEMIES) and Call for Paper 2026 with the theme "Digital Economy and Smart Business: Redefining Management in the Era of Disruption". organized by Budi Bakti School of Management and Virtually Held on Saturday, 4 July 2026 in Bogor, Indonesia.

Chair of ICEMIES 2026

Assoc. Prof. Dr. Efrita Norman