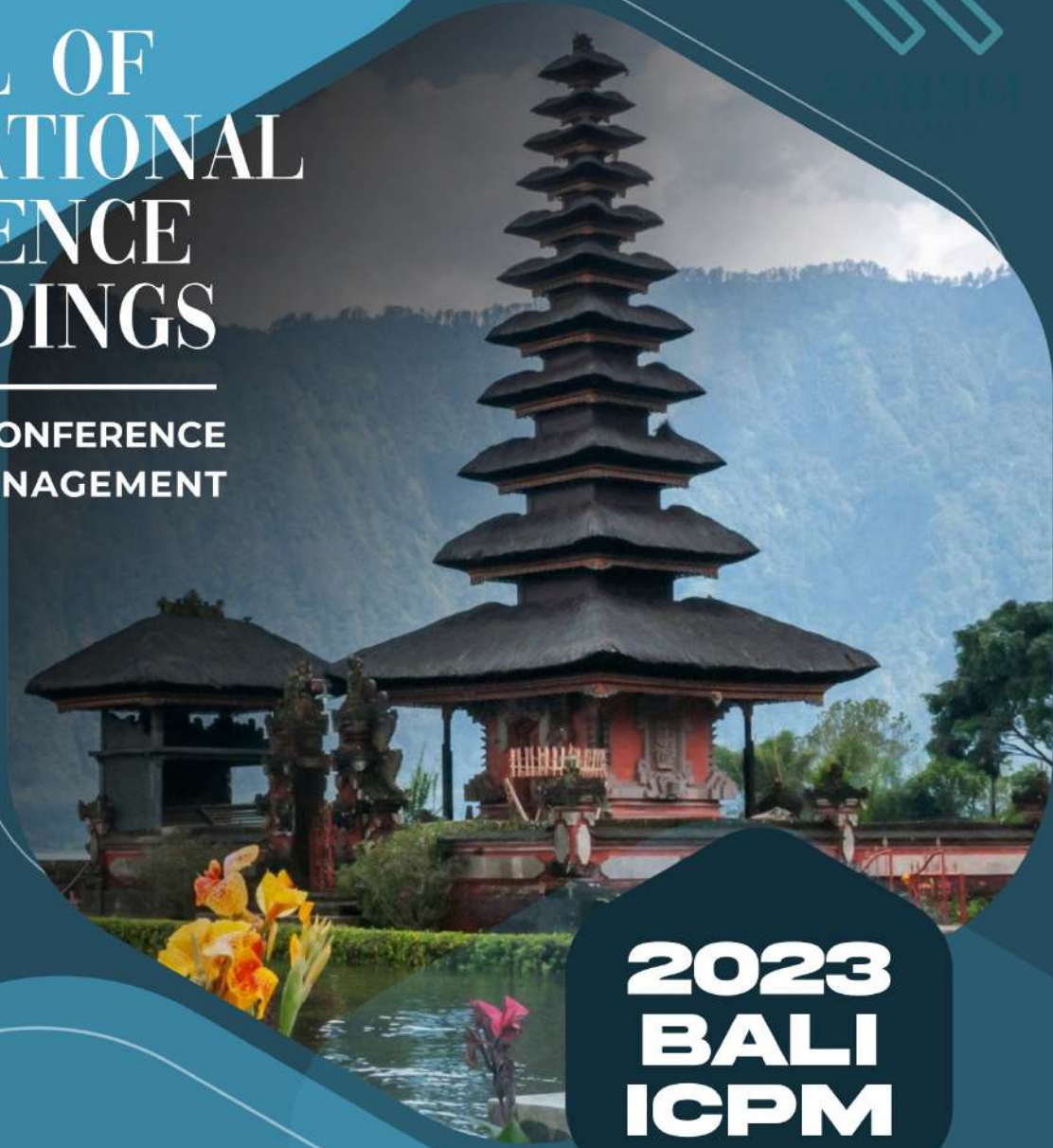


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Entrepreneurship After Covid-19 Pandemic**

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PREFACE

It is a great privilege for us to present the proceedings of 2023 Bali International Conference of Project Management (ICPM) to the authors and delegates of the event. We hope that you will find it useful, exciting and inspiring. 2023 Bali ICPM is a prestigious event organized with a motivation to provide an excellent international platform for the academicians, researchers, industrial participants and students around the world to share their research findings with the international business expert. 2023 Bali ICPM aims to provide opportunity for the global participants to share their ideas and experiences in person with their peer expected to join from different parts on the world. In addition, this gathering will help the delegates to establish research or business relations as well as to find international linkage for future collaborations in their career path.

The 2023 Bali ICPM outcomes will lead to significant contributions to the knowledge base in these up-to date business management and economic fields in scope. Therefore, on the day of completion of this journey, we are delighted with a high level of satisfaction and aspiration. The responses to the call-for-papers had been overwhelming – both from Indonesia and from overseas. We would like to express our gratitude and appreciation for all of the reviewers who helped us maintain the high quality of manuscripts included in the proceedings. We would also like to extend our thanks to the members of the organizing team for their hard work. We are now optimistic and full of hope about getting the proceedings of 2023 Bali ICPM. We appreciate that the authors of 2023 Bali ICPM may want to maximize the popularity of their papers and we will try our best to support them in their endeavors. Let us wish that all the participants of 2023 Bali ICPM will have a wonderful and fruitful time at the conference.

Last but not least, we also want to thank Universitas Khairun, Indonesia; Univeristas Mahasaraswati, Indonesia, University of Malta, Malta; Manipal University Jaipur, India; Chitkara University, India; Universiti Sains Malaysia, Malaysia; Symbiosis Centre for Management Studies Noida, India; The Royal University for Women, Bahrain; who have contributed on this conference.

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On behalf of the 2023 Bali ICPM Committees
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**The Effect of Work-Life Balance on Intention to Quit with
Job Satisfaction as a Mediation Variable in Working
Women**

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ABSTRACT

As women who work in Jabodetabek, there are many challenges, especially for women who have a dual role to balance between work and life. The purpose of this study is to find if Work-Life Balance affects the Intention to Quit with Job Satisfaction as a mediating variable. The data was collected by distributing questionnaires to working women in Jabodetabek. The analytical method used in this study was using The Simple Mediation Model by Hayes. The results of this study indicate that Work-Life Balance affects Job Satisfaction, and Job Satisfaction affects the Intention to Quit. Job Satisfaction also mediates between Work-Life Balance and Intention to Quit.

Keywords: Work-Life Balance, Job Satisfaction, Intention to Quit

Construction Monitoring and Control in Real Time by using 4D BIM Technology After Covid-19 Pandemic

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ABSTRACT

This study seeks to develop a comprehensive analysis of the benefits of 4D Building Information Modelling (BIM-4D) systems and identify the technical obstacles that impede their implementation and use in the Malaysian construction industry. The purpose is to encourage the adoption of BIM-4D systems and improve the overall success of construction projects. This research embarked on a visionary journey spanning from 2015 to 2023, embracing the cutting-edge realm of BIM-4D to unlock its boundless potential. Through a blend of literature review, questionnaire survey, modeling, and simulation, this study harnessed the true power of BIM-4D, delving into its impact on elevating project efficiency in the construction. The captivating results of this groundbreaking study uncover an extraordinary world of possibilities, revealing that the integration of BIM-4D systems holds the key to substantial benefits in ongoing projects and paves the path towards an optimized and streamlined future of construction project management. The system has been extremely helpful in monitoring and controlling projects, especially after the COVID-19 pandemic. This study paves the way for a transformative leap in the construction industry by unraveling the profound advantages and intricacies of BIM-4D systems, culminating in a visionary blueprint for a harmonized and optimized construction project management.

Keywords: Building Information Modelling BIM, 4th Dimension, Construction Project Monitoring and Control

The Effect of Corporate Governance, Regulatory Compliance, and Company Size on Enterprise Risk Management of Kalimantan Regional Development Banks

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ABSTRACT

This study analyzes the effect of corporate governance, regulatory compliance, and company size on enterprise risk management. The subject of this study is regional banking companies located in the Kalimantan using data during 2014-2023. The results of the data test show that corporate governance, regulatory compliance, and company size affect the risk management of a company significantly. The findings of this study support the importance of developing good governance and complying with applicable procedures in implementing more effective risk management. In addition, the larger a company, must be more of focus on risk management to become more effective organization. Regional Development Banks in Kalimantan can manage risk management effectively through improving good corporate governance, complying with applicable regulations, and managing company assets optimally.

Keywords: Corporate Governance, Compliance, Company Size, Enterprise Risk Management

Digital Marketing Strategy Processing of Cocoa Products

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ABSTRACT

The purpose of this research is to develop digital marketing strategies for processed cocoa products as a flagship commodity in the West Sulawesi Province of Indonesia, enabling broader access to the market, particularly the global market, through the sustainable implementation of digital media strategies. This aims to provide a solution for cocoa product entrepreneurs in the West Sulawesi Province to penetrate the international market. The research methodology employs a qualitative approach, and non-probability purposive sampling technique was used for sample selection, with the informants being entrepreneurs of processed cocoa products under the "Macoa" brand in Polewali Mandar. These entrepreneurs are part of the West Sulawesi Cooperative and SME Department's digital integration program. Data analysis follows the model presented by Miles and Huberman (2009), emphasizing that qualitative data analysis activities are interactive and ongoing until completion, verification, and conclusion drawing. The research findings indicate that the implementation of digital marketing strategies for cocoa products involves two key approaches: (1) Enhancing expertise in digital marketing strategies through training and knowledge enhancement, and (2) Making well-informed marketing decisions by selecting appropriate international marketing mix elements.

Keywords: Digital Marketing, Strategy, International Strategy Mix, the International Market, Processing of Cocoa Products

**The Influence Factors to Purchase in the Convenience
Stores Case of Alfamart and Indomaret in Indonesia**

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ABSTRACT

The aim of this study is to examine the factors that cause Indonesian consumers to purchase products in the convenience stores. This study investigates the influencing factors such as social media review, brand satisfaction, service operation, and price promotion toward customer satisfaction that led to consumers' intentions to repeat buying in the convenience stores. The survey questionnaires are distributed through online, and there are 124 respondents who live in Jakarta, Indonesia who are valid respondents. The research hypotheses are tested using Partial Least Square. The findings shows that brand satisfaction, service operation influence customer satisfaction and customer satisfaction are the influence factors that drive the intention of customers to repeat purchase in convenience stores. Meanwhile, social media review and price promotion do not influence customer satisfaction in convenience stores. The findings give insight of the factors that influence Indonesian consumers' behavior towards customer satisfaction that led them to have intention to repeat buying.

Keywords: Social Media Review, Brand Satisfaction, Service Operation, Price Promotion, Customer Satisfaction

**Networking and Mediating Learning Orientation the
Influence of Market Orientation on the Marketing
Performance of Batik MSMEs in East Java**

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ABSTRACT

Batik is a traditional Indonesian art that was recognized as a World Intangible Cultural Heritage by UNESCO in 2009. The batik phenomenon in East Java is quite interesting, because this area has a strong cultural richness and continues to be maintained to this day. Even though UNESCO has received recognition as a world cultural heritage, this does not mean that batik MSMEs in East Java are safe from threats in the face of competition both from outside the East Java region and even from abroad. Competition from areas outside East Java Province is still inferior to areas spread across Central Java and Yogyakarta, while from overseas, East Java batik is losing to printed batik from China, Malaysia and Vietnam. The aim of this research is to analyze improving the marketing performance of MSMEs through market orientation mediated by networking and learning orientation. The population of this research is 763 Batik MSME owners in East Java with a sample of 262 Batik MSME owners, so the sampling technique used in this research is proportional random sampling. The analytical tool for testing the hypothesis uses Structural Equation Modeling (SEM) analysis. The results of this research are that market orientation has an influence on networking, learning orientation and marketing performance. Networking and learning orientation mediate the influence of market orientation on MSME marketing performance. In the current era of globalization, every business will face complexity, so that future researchers can study the business environment and entrepreneurial orientation in order to improve the marketing performance of MSMEs.

Keywords: Market Orientation, Networking, Learning Orientation and Marketing Performance

Analysis of Investment Potential Based on Financial Performance in the Education Services Sector in Kendari City

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ABSTRACT

This research aims to determine and analyze the potential for financial investment in the education sector. The population in this study were all schools and colleges in Kendari City. The sample in this study was 136 schools and colleges. The data collection method uses documentation. Data analysis uses descriptive analysis methods from the financial performance analysis stages which include Location Quotient (LQ) analysis and SWOT analysis. The results of this research show that (1) Based on the LQ analysis, there are several areas that have the potential to invest in the education sector, including Kambu District, Kadia District, and Baruga District. (2) Based on the results of the SWOT analysis, several strategies were found to increase investment potential, including increasing motivation in Teaching and Learning Activities (KBM) as well as providing facilities and infrastructure that support activities in the education sector.

Keywords: Investment, Financial Performance, Education Sector

Financial Leverage on Profitability and Firm Value during Global Crisis Era: Moderating Role of Political Connection

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ABSTRACT

This study aims to investigate the influence of profitability as a mediator and political connection as a moderator in the relationship between financial leverage and firm value during the last fifteen years of the global crisis era. The research comprised 240 observations from 16 property and real estate companies from 2008 to 2022. The study commenced in 2008 due to Indonesia's significant crisis triggered by the collapse of Lehman Brothers. The selection of the property and real estate sector was based on the current phenomenon, such as the collapse of China's largest company, Evergrande. The study confirmed all the initially hypothesized relationships. The results aligned with signaling theory, where high leverage was perceived as too risky, reducing investor interest and decreasing firm value. Profitability was found to mediate the relationship between financial leverage and firm value, and political connection was considered to moderate the relationship between financial leverage and firm value. Robustness checks indicated that the research model remained strong and consistent and was not reliant on specific models or assumptions. The research phenomenon is related to the collapse of Evergrande in China and the global crisis era faced by Indonesia since 2008.

Keywords: Financial Leverage, Firm Value, Profitability, Political Connection, Global Crisis Era

**Formulating the Positioning of Indonesia as a MICE
Destination in Southeast Asia: The Perspective of Internal
Stakeholders**

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ABSTRACT

Regardless of their competition to become an appealing destination for international MICE events, several studies have found that different cities and regions in Southeast Asia promote and market comparable destination attributes to their target audiences. In such a competition Indonesia (i.e. Bali) needs to differentiate its destination and communicate its positioning more clearly. The current study seeks to evaluate the positioning of Indonesia as a MICE destination compared to its surrounding destinations from the perspective of different stakeholders. Accordingly, we collected data from two different MICE stakeholders in Indonesia and further analyzed the data by using a correspondence analysis. The results of this study showed that Bali tends to share similar destination attributes with Bangkok. In addition, it appeared that Kuala Lumpur and Singapore were found to be differentiated from each other. To be differentiated completely from other destinations, Bali must focus its destination positioning on aspects of affordability and hospitality & helpfulness. Moreover, further research and practice-related conclusions are also developed.

Keywords: MICE Destination, Destination attributes, Positioning, South East Asia, and Bali

How to Create Brand Evangelists: A Conceptual Framework

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ABSTRACT

The objective of this research undertaking is to examine the potential correlation that may exist between brand evangelism and a range of brand attributes, including affective commitment, personality, self-expression, symbolism, and brand trust. For the purpose of achieving this objective, data will be collected from presently enrolled students at Telkom University Bandung. To ensure the most efficient advancement of the research model, the utilization of partial least squares (PLS) and structural equation modeling (SEM) techniques is required. It was discovered that an emotional attachment to the brand and a sense of trust in it were the two most influential determinants of brand evangelism. Following the evaluation of these two components, the factors are ranked as follows: brand symbolism, self-expression, and brand personality. When combined with brand evangelism, brand trust mediates the relationship between a brand's personality and the symbolism associated with that personality, in addition to influencing affective commitment and self-expression. The results of this research carry significant ramifications for organizations seeking to enhance the proportion of brand-loyal customers. Businesses bear various obligations, which encompass fostering deep emotional bonds with clientele, cultivating an atmosphere that promotes authentic self-disclosure, and establishing a formidable brand identity via the strategic implementation of suitable emblems.

Keywords: Brand Evangelism, Brand Personality, Brand Symbolism, Self-Expressive Brand, Affective Commitment, Brand Trust

Strategy for Achieving Social Performance of the Kanindo Syariah Cooperative, Dau Malang Branch

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ABSTRACT

For sharia financial institutions that runs their business based on the philosophy of the Qur'an and Sunnah, social performance is the basis for actors in interacting with the environment and each other. One method of reporting social performance for sharia companies is the Islamic Social Reporting Index method (ISR). However, this method is still considered inappropriate to be applied to sharia financial institutions, which requires sharia financial institutions to develop their own social strategies. This research aims to determine the strategy for achieving social performance in the Dau branch of the Kanindo Syariah cooperative and to dig deeper into the reasons why the ISR method is not suitable for application to Sharia Financial Institutions. This research uses descriptive qualitative research methods. The results of the research shows that Kanindo Syariah Dau branch has a strategy consisting of collecting and distributing social funds internally and externally. As for the ISR method, three conclusions were obtained which are the reasons why this method is not appropriate for sharia financial institutions, (1) lack of concern for the environment, (2) lack of understanding regarding maqashid sharia, and (3) lack of suitability for the environmental theme of the institutions which operates in the financial sector.

Keywords: Strategy, Social performance, Islamic Social Reporting Index, Sharia Financial Institutions, Environment

**The Effect of Financial Distress and Transfer Pricing on
Tax Avoidance in Multinational Companies Listed on The
Indonesia Stock Exchange (IDX) for the 2020-2022 Period**

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ABSTRACT

Due to the Covid-19 pandemic conditions from 2020 to 2022, many companies, including multinational corporations, experiencing financial difficulties tend to be more aggressive in tax avoidance to sustain the future viability of the company. On the other hand, companies also utilize transfer pricing mechanisms to avoid high tax payments. This research aims to examine the influence of financial distress and transfer pricing on tax avoidance in multinational companies listed on the Indonesia Stock Exchange (IDX) for the 2020-2022 period. Multiple regression analysis is used to analyze the data collected from a sample of 122 multinational companies listed on the IDX. The research results indicate that financial distress has a positive influence, while transfer pricing has a negative influence on tax avoidance in multinational companies listed on the IDX. Therefore, multinational companies in Indonesia need to consider these factors in managing their tax and financial risks. The implications of these research findings suggest that multinational companies in Indonesia need to consider these factors in managing their tax and financial risks.

Keywords: Financial Distress, Transfer Pricing, Tax Avoidance, Multinational Company, Covid-19 Pandemic, Indonesia Stock Exchange

How to Improve Export Performance: A Conceptual Framework

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ABSTRACT

Global trade is now one of the challenges for SME business players in developing their businesses to expand into international markets. Few business people from various commodities sell their products to expand markets abroad. Indonesia is a country that has great potential for global market expansion with the export performance of Indonesian business players carried out by paying attention to the strategic marketing process. Exports are important to a country's economy. Obstacles in export activities cannot be avoided, such as export knowledge, product differences, product marketing, related information, and competitive advantages. Export performance is the success or failure of a company in exporting goods or domestic production to sell and sell products to international markets. The aim of this research is to show that the existence of an export marketing strategy through the mediation of competitive advantage can contribute to export performance. The research model used is structural equation modeling (SEM) with a partial least squares (PLS) approach. The findings of this research literature have implications, namely export marketing strategy, the competitive advantage of export business actors in Indonesian SMEs, and increasing export performance in the international market.

Keywords: Export Marketing Strategy, Competitive Advantage, Export Performance

Factors Affecting the Level of Motor Vehicle Taxpayer Compliance in Tapin Regency, South Kalimantan Province

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ABSTRACT

Motor vehicle taxpayer compliance is a phenomenon related to the extent to which motor vehicle taxpayers fulfill their obligations in paying taxes, in accordance with applicable regulations. The success of the tax system, especially motor vehicle tax, is very dependent on the level of tax compliance of the taxpayers. This research examines key aspects that influence motor vehicle tax compliance among people in Tapin Regency, South Kalimantan Province. Tapin Regency has a large wealth of natural mining resources, the mining sector is closely related to environmental issues. Taxpayer compliance in Tapin Regency in paying motor vehicle taxes needs to be researched in the context of better development, especially in Tapin Regency. The results of the research show that motor vehicle tax compliance in the Tapin Regency community influences regional revenues in the form of motor vehicle taxes. People who have a high level of knowledge and awareness about the importance of taxes in regional development will voluntarily carry out the obligation to pay motor vehicle tax to the region.

Keywords: Motor Vehicle Tax, Knowledge, Awareness, Compliance

**Determinants of Educated Unemployment on Java Island
2016-2022**

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ABSTRACT

Phenomenon unemployment on the Java Island dominated by educated unemployment. This matter seen from the respective BPS (Central Agency of Statistics) data Island on Java Province shows amount unemployed people with high school/vocational education and College are more than less educated people. The increasing number of educated unemployed shows that the government has not succeeded in increasing employment opportunities and implementing an education system to compete in the world of work. A significant increase occurred in 2020 due to the Covid-19 pandemic which had an impact on the number of layoffs in various companies. This research aims to determine the characteristics of educated unemployment on the island of Java using Random Effect Model (REM) panel data analysis consisting of cross section data in 6 provinces on the island of Java and time series data for the period 2016-2022. The findings indicate that the education level, represented by the School Participation Rate (APS) variable, has a positive but insignificant impact on educated unemployment. On the other hand, Provincial Minimum Wage, Gross Domestic Product (GDP), Foreign Direct Investment (FDI), and the Covid-19 pandemic have a positive and significant effect on educated unemployment in Java Island.

Keywords: Educated Unemployment, Education Level, Gross Domestic Product (GDP), Foreign Direct Investment (FDI), and Covid-19 Pandemic

Integrated Assessment of LCA and MFCA on Palm Oil Mill Effluent

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ABSTRACT

The palm oil industry is one of the world's largest producers of biodiesel, which is an important source of renewable energy. Palm oil is used as a renewable energy source, especially for electricity generation. It is also used as an alternative energy source due to its low cost and low environmental impact. This research aims to develop an integrated assessment method framework for life cycle assessment (LCA) and material flow cost assessment (MFCA) in the context of the palm oil plantation industry to reduce the generation of waste. LCA and MFCA are a collection of tools that include product life cycle analysis, material flow analysis, as well as procedural tools such as audits and benchmarks to gain knowledge about the operational consequences of business operations. The aim of this research is to assess the potential environmental impacts and material flows during the product life cycle by detecting points that allow companies to prevent material losses and increase added value through waste processing or by using alternative, potentially environmentally friendly technologies. We use data from several palm oil life cycle assessments in Indonesia as well as literature observations from previous research. The results show that each palm oil life cycle (well to gate) has a potential impact on the environment, especially the emissions footprint. Implementing LCA and MFCA integrated assessments can help organizations to identify areas where costs can be reduced by optimizing the use of existing resources, increasing resource efficiency and reducing environmental impacts. Therefore, companies can identify effective solutions to reduce or remediate waste generated from palm oil processing.

Keywords: LCA, MFCA, Palm Oil Mill Effluent, Biodiesel

**Plagiarism in Accounting and Business Postgraduate
Students: Fraud Hexagon Theory Perspective with
Understanding of Artificial Intelligence as a Moderating
Variable**

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ABSTRACT

This study investigates factors influencing plagiarism from the fraud hexagon theory perspective and aims to obtain empirical evidence that higher levels of pressure, opportunity, rationalization, competence, arrogance, and collusion correspond to increased plagiarism. Currently, information technology has rapidly advanced, and artificial intelligence (AI) has become more sophisticated. Issues regarding AI in higher education primarily focus on concerns about threats to academic integrity and its potential for plagiarism. Therefore, it is crucial to consider the role of AI understanding in moderating the influence of opportunity, rationalization, and capability on plagiarism. The data are collected through a survey of postgraduate accounting and business students from universities in Indonesia and Malaysia, with 287 respondents. This study documents that higher pressure and collusion correspond to higher levels of plagiarism. However, this research fails to provide evidence that opportunity, rationalization, capability, and arrogance influence plagiarism. Meanwhile, AI understanding is documented to strengthen the positive influence of rationalization on plagiarism. Conversely, it eliminates the positive influence of competence on plagiarism. It implies that AI understanding also provides insights into AI's ability to detect plagiarism, thereby discouraging students from plagiarism. Additionally, this study cannot find evidence that AI understanding moderates the influence of opportunity on plagiarism.

Keywords: Artificial Intelligence, Ethics, Fraud Hexagon, Higher Education, Plagiarism

Examining the Financial Well-Being of Credit Union Members in Central Kalimantan

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ABSTRACT

This study aimed to investigate the effect of financial knowledge and financial technology on the financial well-being of credit union members with financial behavior as an intervening variable. Financial well-being and behavior play crucial roles during crises such as the COVID-19 pandemic. Financial well-being is essential in individuals' lives, mainly involving membership in savings and loan cooperatives. Savings and loan cooperatives are non-profit cooperatives that provide savings and loan services to members with joint ownership. Financial well-being refers to having healthy and stable finances that enable individuals to feel safe and satisfied and achieve long-term financial goals. Using direct questionnaires, the sample consisted of 100 Betang Asi Credit Union members in Central Kalimantan. Using purposive sampling and then analyzed using the structural equation modeling of PLS (Partial et al.). The resulting study showed that both independent and mediation variables are significant factors in improving the financial well-being of members. The research findings indicate that financial knowledge alone may not lead to individual economic well-being, and this relationship is mediated by financial behavior. This implies that acquiring financial knowledge and knowledge of financial technology is crucial to achieving financial well-being.

Keywords: Financial Well-Being, Financial Behavior, Financial Knowledge, Financial Technology, Credit Union Members

Multicultural Teams' Perception of Virtual Collaboration in Company ABC, New Zealand

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ABSTRACT

The objectives of this research are to examine Company ABC multicultural teams' perception and experiences of virtual collaboration and to analyze whether Hofstede's cultural dimensions have an influence on multicultural teams' perception and experiences of virtual collaboration. The research utilized the qualitative research approach. The data collection methods used were observation and in-depth semi-structured interviews with Company ABC employees. The thematic data analysis approach to coding of the interview transcripts was implemented. The research found that the Hofstede's cultural dimensions had an influence on the multicultural teams' perception of virtual collaboration and the virtual collaboration antecedents of trust, shared understanding, and depth of relationship. Countries within the GLOBE country clusters shared similar perceptions on virtual collaboration based on Hofstede's cultural dimensions. Overall, Company ABC employees had a positive perception of virtual collaboration, which was influenced by Hofstede's cultural dimensions of low power distance, individualism, low uncertainty avoidance, and indulgence. However, some also shared their negative perception of virtual collaboration, which was influenced by the cultural dimensions of high-power distance, collectivism, and restraint.

Keywords: GLOBE Country Clusters, Hofstede's Cultural Dimensions, Multicultural Teams, Multicultural Virtual Teams, Virtual Collaboration

Designing an Integrated Crop-Livestock and Fish Farming Model with LEISA System in North Minahasa Regency

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ABSTRAK

Agricultural land in North Minahasa district has been shrinking. The number of farming families with land ownership of less than 0.5 ha is increasing due to land fragmentation. Designing an integrated farming system (IAS) model is a solution to the land problem, so that intensive farming can be carried out. This system can also be a solution to self-sufficiency and food self-sufficiency in agricultural products in a sustainable manner. The purpose of the study was to analyse the integrated farming system between crops, livestock and fish with various integrated farming patterns based on land area feasibility, economic feasibility, ecological feasibility, social feasibility for farming development in North Minahasa district. The results of the analysis obtained that the land area for crops and livestock/fish is between 0.2 ha to 0.4 ha including 0.1 ha for housing and other household businesses. economically, the net income from crops and livestock/fish is at least an average of Rp 175,000 per day. (North Sulawesi UMP 2023 standard, IDR 3,485,000/month), with a ratio of net income to RTP needs ≥ 1.0 . Ecologically, the production of organic matter from livestock/fish is sufficient/exceeds the needs of crops (≥ 1.0) The strategic model for SPT development in North Minahasa district is to increase the variety of farmer income sources, increase the use of organic matter from livestock and agricultural residues, optimise land and soil utilisation.

Keywords: Fish Crop Livestock Integration, LEISA

Design Risk Management Model Pork Supply Chain Knowledge-Based in North Sulawesi

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ABSTRAK

Pork distribution in North Sulawesi continues to increase. The risk in the supply chain lies in the perishable characteristics of the product. This risk arises from a series of supply chain activities ranging from producers, distributors to final traders. Risks that occur in one network affect other networks. This study aims to design a knowledge-based pork supply chain risk management model. The analytical model is based on; (1) risk identification, (2) risk assessment, (3) risk mitigation and (4) calculation of pork prices at the farm level by incorporating risk factors. In addition, designing an intelligent decision support system for risk assessment and price calculation. The results stated that farmers have a high risk in carrying out their production activities. The risk value is divided into three value limits, namely the lower limit, middle value and upper limit. The results of designing the risk linkage model obtained four risk linkage chain models, namely the linkage chain associated with a decrease in the amount of production, a decrease in the quality of production, financial losses due to negligence and late delivery to retail traders.

Keywords: Risk, Supply Chain, Pork

Conceptualizing Digital Organizational Culture

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ABSTRACT

This article aims to provide a conceptualization of Digital Organizational Culture as a multi-dimensional construct. Finding a solution or forming a strategy is often difficult when there is a lack of shared understanding among the strategy formulators about a particular topic. Although many papers have stated its importance in Digital Transformation, there is still a lack of comprehensive understanding of the concept. This new conceptualization was developed based on the evidence found in the literature and the literature review synthesis. To the best of our knowledge, we are the first to conceptualize Digital Organizational Culture using the grounded theory method to review the literature rigorously. This study shows that Digital Organizational Culture has four dimensions, namely Sensitive, Competitive, United, and Dynamic. This study also proposes a conceptual definition of Digital Organizational Culture. This study's findings are beneficial to both researchers and practitioners by giving much better clarity and comprehension regarding the concept of Digital Organizational Culture and thus opening more room for further research and discussions.

Keywords: Digital Organizational Culture, Digital Transformation, Grounded Theory, Conceptual Definition, Literature Review

The Impact of Economic Growth, Foreign Direct Investment, Population, and Energy Consumption on Carbon Dioxide Emissions in 6 ASEAN Countries During The Period 2000 – 2021

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ABSTRACT

The increase in CO₂ emissions has led to a rise in global temperatures. The issue of increased CO₂ emissions in ASEAN needs to be further examined in relation to the variables influencing the increase in CO₂ emissions. The purpose of study is to test and obtain empirical evidence of the determinants of CO₂ emissions in 6 ASEAN countries (Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam) during the period 2000 – 2021. Several factors considered in this study are Economic Growth (GGDP), Foreign Direct Investment (FDI), Total Population (POP), Fossil Energy Consumption (EF), and Renewable Energy Consumption (GET). This research employs panel data regression using both time series and cross-sectional data. In using the panel data regression method, the Chow test and the Hausman test were conducted, and the fixed-effect model was selected as the best model. The results of this research demonstrate that GET have insignificant relationship with CO₂ emissions, whereas GGDP, FDI, POP, and EF have a significant relationship with CO₂ emissions. In conclusion, considering all the independent variables in this study that affect CO₂ emissions, future efforts should focus on finding ways to control these variables in order to reduce CO₂ emissions.

Keywords: Carbon Emission, Growth of GDP, Foreign Direct Investment, Population, Fossil Fuels Consumption, Growth of Renewable Energy Consumption, Panel Data

**The Effect Of People's Bussines Credit (KUR) PT. Papua
Regional Development Bank Sentani Branch Toward Micro
Small Aand Medium Enterprises (MSMEs) In Jayapura
District**

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ABSTRACT

The purpose of this study was to determine the effect of People's Business Credit assistance on UMKM and to determine the increase in income for UMKM. This type of research is a quantitative research. The number of samples is 32 UMKM that take KUR at Bank Papua Sentani Branch. The analytical tools used in this study are data quality tests and simple regression analysis. From the linear regression function above, it can be explained that the Constant Value (a) has a positive value of 15.039 and the regression coefficient value for the People's Business Credit variable has a positive value of 0.606. Obtained t table of 2.04227. And t count 3.054 > 2.04227 t table based on the independent variable People's Business Credit has a positive effect on the dependent variable UMKM income. Judging from the significance of 0.005 it is <0.05 for the People's Business Credit variable. Based on this significant value, it can be said that the independent variable People's Business Credit has a positive effect on the dependent variable UMKM income. Based on the results of the research that has been done, it can be concluded that the People's Business Credit obtained from the Sentani Branch of Bank Papua is very influential on the income of UMKM in Jayapura Regency. And the income of UMKM in Jayapura Regency has increased and can develop their businesses after using People's Business Credit at PT. Papua Regional Development Bank Sentani Branch

Keywords: People's Business Credit, UMKM Income, Jayapura Regency

The Role of the Corporate Governance Structure and ESG on Firm Performance

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ABSTRACT

The aim of this research is to test ESG affects firm performance at Indonesia banking and to test the Board of Commissioners as part of corporate governance structure can be moderation. Methodology in research uses secondary data from 52 conventional banks in Indonesia for the period 2018 to 2021. For data analysis using SPSS version 26. Corporate Governance structure is proxied by Board of Commissioners, ESG is Environmental Score, Social Score and Governance Score. Firm Performance is proxied by Loan to Deposit Ratio. The results of the research show that effect of ESG on firm performance at Indonesia banking. and the Board of Commissioners as part of structure of corporate governance can be moderation variable. Originality of this research-on-research framework in which the Board of Commissioners as part of corporate governance structure be moderation variable between ESG and firm performance. The practical implication of this research for banking management makes policies regarding the importance of the existence of a board of commissioners.

Keywords: Corporate Governance, Board of Commissioners, ESG, Firm Performance, Banking

Prive: Scale Development and Validation

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ABSTRACT

The objective of this study is to create and verify a prive scale that would enable a more thorough operationalization of the concept. Two investigations used a multi-step procedure that included confirmatory, nomological, exploratory component analysis, and predictive validity to design and validate the construct scale. Prive is a variable that is supported by the exploratory factor analysis results. Convergent and discriminant validity of the test itself, as well as appropriate factor loadings, were demonstrated by the confirmatory factor analysis results. Eventually, nomological and predictive validity analyses were performed, yielding satisfactory findings. By offering a scale for measuring prive, this work significantly adds to the body of research.

Keywords: Prive, Scale Development, Personal Take, Income

Island-Based Strategic Thinking: Scale Development and Validation

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ABSTRACT

This study aims to develop and validate a scale of island-based strategic thinking to provide a comprehensive operationalization of the construct. The process of building and validating the scale of the construct was carried out in two studies using a multi-step process, including exploratory factor analysis, confirmatory factor analysis, and nomological and predictive validity. The results of exploratory factor analysis support visionary, synthetic, and creative thinking as dimensions of island-based strategic thinking. The results of confirmatory factor analysis indicate acceptable factor loading, convergent validity, and discriminant validity from the three dimensions of island-based strategic thinking. Finally, nomological and predictive validity were carried out and indicated the existence of acceptable nomological and predictive validity. This study makes an important contribution to the literature by providing a scale that can be used to measure island-based strategic thinking.

Keywords: Island-Based Strategic Thinking, Scale Development, Visionary Thinking, Synthetic Thinking, Creative Thinking

The Effect of Leadership Style and Managerial Capabilities on Strategy Execution: A Systematic Literature Review

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ABSTRACT

The current systematic literature analysis aims to assess and categorize research on how transactional leadership, paternalistic leadership, transformational leadership and capabilities managerial, affect the execution of strategies. PRISMA was used to perform a thorough search of Scopus databases published between January 2014 and October 2023. The final count of publications that satisfied inclusion criteria was 49. The combined results of this paper demonstrate the significance of managerial, transactional, paternalistic, and transformational leadership styles in affecting the way strategies are carried out. This work offers theoretical and practical insights, as well as future research directions.

Keywords: Transactional Leadership, Paternalistic Leadership, Transformational Leadership, Capabilities Managerial, Execution of Strategies

The Effect of Service Innovation, Experience Value, and Customer Value on Customer Satisfaction: A Systematic Literature Review

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ABSTRACT

The current systematic literature review is intended to analyze and synthesize literature that examined the effects of service innovation, experience value, and customer value on customer satisfaction. Using PRISMA, a systematic search was conducted on Scopus databases published between January 2014 and October 2023, resulting in a final number of 24 articles that met the inclusion criteria. The synthesis results from these articles show that service innovation, experience value, and customer value are important determinants of customer satisfaction. In addition, the results also show that most of the studies were conducted in the banking industry. Furthermore, signaling theory and expectation disconfirmation theory are the two theories most often used to explain these relationships. This study provides theoretical and practical contributions and directions for future research.

Keywords: Service Innovation, Experience Value, Customer Value, Customer Satisfaction, Systematic Literature Review

Strategic Leadership, Tacit Knowledge, Organizational Innovation, Organizational Capability on Organizational Performance: A Systematic Literature Review

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ABSTRACT

The objective of the current comprehensive literature analysis is to evaluate and classify studies that investigate the effects of organizational capability, tacit knowledge, organizational innovation, and strategic leadership on performance. A thorough search of the Scopus database containing publications from January 2014 to October 2023 was carried out using PRISMA. 42 publications in total satisfied the inclusion criteria. The collective findings of these studies highlight the significance of tacit knowledge, organizational innovation, organizational capability, strategic leadership, and organizational performance. Future research directions are provided, along with theoretical and practical insights from this study.

Keywords: Strategic Leadership, Organizational Capability, Tacit Knowledge, Organizational Innovation, Organizational Performance, Systematic Literature Review

Exploring Research Trends in the Indonesian Archipelago's New National Capital

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ABSTRACT

The Indonesian government announced the relocation of the National Capital from Jakarta to East Kalimantan Province in 2019. The term 'Capital of the Archipelago' or Ibu Kota Nusantara (IKN) was approved as the name of the new capital of the Republic of Indonesia. This study conducted visualization and bibliometric analysis using VOSviewer 1.6.20 from 100 scientific articles with the keyword "Ibu Kota Nusantara" collected from Google Scholar. The frequency of article titles relevant to IKN in 2022 was greater than in 2023. In the comparison of titles with the term IKN in 2022, there were 22 articles; in 2023, there were 15 articles, so the difference was 22/15 or 1.467. Following the 12 images of IKN, there were five images related to some scientific articles that have been published, including those related to innovation and technology where IKN was imaged as a *smart city*, *sustainable capital*, *environmentally friendly*, *green city*, and *greening*. However, seven images need attention to be used as the following research topic, including *renewable*, *legal*, *cultural*, *road user friendly*, *unique*, *city of change*, and *solutions for equality*. This study helps provide insight as a basis for further research on various innovative themes related to IKN.

Keywords: Bibliometric Analysis, Capital City, Indonesia, Nusantara, VOSViewer

**The Influence of Empowering Leadership on the Innovation
Work Behavior of SME Employees With Psychological
Well-Being and Psychological Capital as Mediators**

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ABSTRACT

This research aims to analyze the influence of empowering leadership on innovative work behavior with psychological well-being and psychological capital as mediators. The survey method was used to collect data by distributing questionnaires to SME employees in Indonesia using a purposive sampling method and obtained 244 responses. The PLS-SEM technique was then applied to assess each hypothesis in this study. The results of this study confirm that all hypotheses have been successfully accepted. Empowering leadership has a positive effect on psychological well-being, psychological capital and innovative work behavior. Psychological well-being and psychological capital have a positive effect on innovative work behavior. Psychological well-being and psychological capital positively mediate the influence of empowering leadership on innovative work behavior.

Keywords: Empowering Leadership, Psychological Well-Being, Psychological Capital, Innovative Work Behavior

**The Identification of Risk Factors Causing Delays in Upper-
Structure Construction Activities for Building Projects
Based on A Work Breakdown Structure (WBS)**

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ABSTRACT

The execution of construction projects for buildings, delays are likely to occur, whether they are significant or not. This is because construction projects are highly intricate and complex. Delay is defined as an extension of time beyond the agreed-upon completion date by the parties involved. Furthermore, construction delays have significant negative consequences on project performance in terms of lost revenue and the reputation of the parties involved, as well as the delay in delivering the expected services from the project. This research aims to identify and calculate the Relative Importance Index (RII) values of risk factors influencing delays in upper-structure construction activities for buildings. The variables to be examined include upper-structure construction activities, contractor delay factors, subcontractor/vendor delay factors, supervising consultant delay factors, planning consultant delay factors, and project owner delay factors. This research employs a quantitative approach through a series of surveys. Based on the analysis results, the Subcontractor / Vendor variable (X2) has the highest RII value, standing at 0.258 and ranking as the most critical risk factor. Following that, the Project Owner variable (X5) exhibits an RII value of 0.252, ranking second. The Contractor variable (X1) displays an RII value of 0.251, ranking third.

Keywords: Delay, Risk Factor, Reative Importance Index, Work Breakdown Structure

Economic Valuation of Bubohu Religious Tourism Village at Gorontalo District

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ABSTRACT

The development of industrial tourism at local level directly opens up employment in tourism areas which can be managed and utilised by local communities. Bubohu religious tourism village is one of the tourism villages having a good potential economy, however there still are identified poverty issues in the village. This research calculates the value of potential economic and multiplier effect value of religious tourism village Bubohu by identifying the amount of visitor expenditure, business unit income, expenditure of business units and labour expenditure in this village. The research results obtained the average value of Willingness to pay (WTP) indicating the expenditure of individual tourists visiting amounted to Rp. Rp.395.555 -/person. Then the estimated economic valuation of Bubohu religious tourism village which is based on tourist expenditure amounted Rp.7.512.391.111. Furthermore, economic value will increase along with tourists coming to visit Bubohu religious tourism. The multiplier effect analysis results acquired that Keynesian Income Multiplier value is 1,25, and Ratio Income Multiplier type 1 is 1,45 as well as Ratio Income Multiplier type 2 is 1,87. The results indicated that the existing tourism activities at Bubohu religious tourism village have a good economic impact on the local communities.

Keywords: Tourism Village, Valuation Economy, Willigness to Pay, Multiplier Effect

**Exploring the Motivations of Generation Y to Work in
Chinese-Owned Garment Companies in the Greater Jakarta
Area**

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ABSTRACT

This research aims to explore the motivational factors of Generation Y to work in Chinese-owned garment companies and analyze how these factors are linked to Herzberg's theory and Guanxi. A qualitative method by applying an exploratory study was conducted for this research. The data was collected by conducting in-depth semi-structured interviews in two Chinese-owned garment companies in the Greater Jakarta area. The interviews were recorded, and the data was used to develop the transcripts, which were then analyzed using thematic data analysis. The results showed that Herzberg's theory and Guanxi are not always aligned with the motivations of Gen Y employees in the Chinese-owned garment industry. However, several Guanxi factors are aligned with their motivations, such as Trust and Responsibility. In conclusion, there is a connection between the motivations, culture, and social class of the Generation Y employees currently working in both companies in the Greater Jakarta area.

Keywords: Chinese Business Culture, Garment Industry, Generation-Y, Motivation

**Analysis of The Quality of Assurance Statements on
Corporate Sustainability Reports on The Stock Exchanges
of Several Countries in The World in 2020-2022**

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ABSTRACT

While sustainability reporting has experienced notable advancements in recent years, a discernible gap persists between the progress in reporting practices and the corresponding assurance measures. This paper emphasizes the degree to which the contents of sustainability assurance statements align with the essential elements mandated by the ISAE 3000 and AA1000AS assurance standards. A content analysis was performed for the assurance statements of twenty-four (24) public listed companies listed on 24 different exchanges over a three-year span from 2020 to 2022. This analysis employed a quantitative approach involving scoring to assess the alignment of the content with the requirements of the assurance standards. The research instrument used were based on the minimal content elements of ISAE 3000 and AA1000 AS and developed by previous studies. The results of this study describe variability in the quality of assurance statements based on assurance standards, assurance provider, country of origin, industry sector, and content element. This research contributes to the existing literature in sustainability assurance through content analysis offering a nuanced global perspective through a large sample size and utilizing a streamlined research instrument derived from previous studies, enhancing the precision and conciseness of the analysis.

Keywords: Assurance Statement, AA1000AS, Content Analysis, ISAE 3000, Scoring, Quality

Intellectual Capital, Corporate Governance, and Corporate Value (Indonesian Stock Exchange Empire Study)

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ABSTRACT

The purpose of this study is to demonstrate the impact of intellectual capital, management ownership, and institutional ownership on firm value. The research population consists of manufacturing enterprises, with observation years ranging from 2017 to 2021. Purposive sampling is used as the sample technique. The population is 155 companies, and 18 of them meet the sample selection requirements, thus the number of observations is 90 when utilizing multiple regression analysis of panel data with eviuws. According to the findings of the study, intellectual capital and management ownership had little effect on firm value. Institutional ownership reduces the value of a corporation. This is due to the lack of institutional shareholders, who are thought to have greater monitoring capacities, and their inability to make corporate governance transparent.

Keywords: Company Value, Intellectual Capital, Managerial Ownership

Citizen Satisfaction on Public Service in South Halmahera Regency

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ABSTRACT

In the current regional autonomy framework, which is closely linked to democratic principles as its foundation, an approach from the perspective of the public as service users in assessing service performance must be an important concern to determine the extent to which the services provided have met expectations. This study aims at measuring citizen satisfaction in the regency of South Halmahera, the Province of North Maluku, Indonesia. According to the regulation, the nine elements of assessing community satisfaction include requirements, procedures, settlement time, costs/tariffs, specific products, employee competency, employee behavior, complaint handling, and facilities and infrastructure. The novelty of this study lies in the use of these indicators to predict citizen satisfaction, which is defined theoretically. Two hundred and sixty-seven respondents were involved in the survey and asked them to score 9 government front-liner agencies and shows that the procedure received the highest score compared to the other eight. Nonetheless, the regression analysis indicates that settlement time, employee competency, complaint handling, as well as facilities and infrastructure were the significant factors in predicting the satisfaction of the respondents.

Keywords: Citizen Satisfaction, Archipelagic Region

**Sem-PLS Model of Innovation Management System in
Resource Context Based Iso 56002;2019 Integrated Lean
Six Sigma for Cultivating Culture of Innovation (Cased in
Precast Concrete Company in Indonesia)**

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ABSTRACT

This study explores the integration of ISO 56002:2019-based Innovation Management Systems and Lean Six Sigma in the resource context of the precast concrete industry. Indonesia's precast concrete companies face declining competitiveness due to increased foreign suppliers. The primary objective is to assess Lean Six Sigma's significant positive impact on implementing ISO 56002:2019 within these companies. (1) Lean Six Sigma (LSS) and Innovation are powerful methodologies that exhibit several differences, there are numerous areas where LSS and innovation share compatible foundations and common goals in the pursuit of improving resource of Innovation management system on these companies. In this study, variables of research were found by literature review and have been validated by 5 experts, data was gathered through questionnaires on 54 respondents who works in precast concrete company in Indonesia, SEM-PLS methods were used for analysis. Results indicate Lean Six Sigma's substantial positive influence on resource of precast concrete company in the Innovation Management System, offering valuable insights for Indonesia's precast concrete industry. This study contributes to continuous improvement in innovation culture, fostering competitiveness in the global market.

Keywords: Precast Concrete, Resource, Innovation Management System, Lean Six Sigma, Culture of Innovation

Does Financial Literacy has Greater Role in Achieving Stock Investment Performance of College Investors?

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ABSTRACT

his study aims to integrate the perspectives of rationality and irrationality, which cannot be separated in capital market participants, especially young investors, in the process of making stock investment decisions. The research emphasizes whether cognitive factors, which including financial literacy and information acquisition, play a more significant role compared to behavioral bias factors, such as overconfidence in affecting stock investment performance. Conducted on 77 students at the Faculty of Economics and Business, Brawijaya University, using random sampling techniques, the research is an explanatory study with a quantitative approach through a questionnaire processed by SEM-PLS analysis using Smart PLS 3.0. The results of this study indicate that overconfidence and information acquisition have an impact on enhancing stock investment performance, while financial literacy was found to have no significant effect on stock investment performance. The characteristics of respondents who are young age with limited funds for stock investment lead to low expectations of returns, resulting in quick satisfaction and then affecting stock investment performance

Keywords: Stock Investment Performance, Financial Literacy, Overconfidence, Information Acquisition, Financial Behaviour

Community Empowerment Through the Indonesia Juara Program in Rappokalling Village Makassar City

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ABSTRACT

The research aims to examine the implementation of community empowerment through the program or a network of businesses for prosperity in the Rappokalling Village, Makassar City. The research method used a mixed-method approach. Quantitative data were obtained from interviews with 40 respondents. As for the qualitative approach, research informants were determined using purposive sampling techniques. The research results show that the Indonesia Juara empowerment program are categorized as good (radar 3-4). The highest aspect is the access aspect, with a value of 3.40, followed by the well-being aspect, with a value of 3.32, and then the critical awareness dimension and participation dimension, with a value of 3.29. Based on these results, the Indonesia Juara program is running well and contributes significantly to community empowerment. Qualitatively, through the Indonesia Juara empowerment program in Rappokalling Village, Makassar City the integrated clinics have had a positive impact, with the business clinic helping to develop small and medium-sized enterprises, the parenting clinic providing education and support to parents, the youth clinic providing space for young people to develop their potential and leadership, and the literacy clinic providing access to literacy and knowledge for the community.

Keywords: Community Empowerment; capacity improvement; Indonesia Juara

The Influence of user Involvement and Personal Technical Skills on the Performance of Accounting Information Systems with Work from Home as a Moderator Variable

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ABSTRACT

This research aims to analyze and demonstrate the influence of user involvement and personal technical skills on the performance of the Accounting Information System (AIS), with Work From Home (WFH) as a moderator variable. The study was conducted at the Financial and Development Supervisory Agency (Badan Pengawasan Keuangan dan Pembangunan, BPKP) South Sulawesi Representative Office. The sampling technique employed was purposive sampling, and data collection was carried out through the distribution of questionnaires to respondents. Data analysis was conducted using Structural Equation Model Partial Least Square (SEM-PLS). The research findings revealed that user involvement and personal technical skills have a positive and significant impact on AIS performance. However, WFH does not have a significant effect or the ability to strengthen user involvement and personal technical skills in relation to AIS performance.

Keywords: AIS Performance, User Involvement, Personal Technical Skills, Work From Home

Case-Based Reasoning Using Euclidean Distance for Malaria Disease Diagnosis in Ternate City with K-Fold Cross Validation Testing

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ABSTRACT

Ternate is Ternate City is one of the cities located in North Maluku Province and is one of the cities affected by endemic Malaria. Malaria is a disease that occurs every year and continues to persist. Case-based reasoning (CBR) is a part of artificial intelligence where new cases can be solved by using experiences from previously existing cases. The objective of this research is to implement the Case-Based Reasoning Algorithm for malaria disease diagnosis cases using the Euclidean Distance method and testing it using K-Fold cross-validation. The research results show that the tests for each subset of tests are expressed in 3 folds. From the test results using K-fold cross validation, the average accuracy was 89%. where, for subset 1, Falciparum malaria was diagnosed correctly in 12 cases and 0 cases were diagnosed incorrectly, Vivax malaria was diagnosed correctly in 7 cases and 1 case was diagnosed incorrectly, and Malaria malariae was diagnosed correctly in 8 cases and diagnosed incorrectly in 2 cases. subset 2, Falciparum malaria was diagnosed correctly in 9 cases and 1 case was misdiagnosed, Vivax malaria was diagnosed correctly in 7 cases and 0 cases was diagnosed incorrectly, and Malaria malariae was diagnosed correctly in 11 cases and incorrectly diagnosed in 2 cases. for subset 3, Falciparum malaria was correctly diagnosed in 7 cases and 1 case was misdiagnosed, Vivax malaria was correctly diagnosed in 8 cases and 2 cases were incorrectly diagnosed, while Malaria malariae was diagnosed correctly in 11 cases and 1 case incorrectly diagnosed.

Keywords: Malaria, CBR, Euclidean Distance, K-Fold Cross Validation

Redefining Reading Strategies: A Metacognitive Approach for EFL Students in the Post-COVID-19 Pandemic

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ABSTRACT

Examining whether and how EFL students' use of metacognitive reading strategies has evolved in the wake of the COVID-19 pandemic was the primary goal of this research. This research aims to fill the gaps that developed in reading instruction before and during the COVID-19 pandemic. This study uses mixed methods, with one hundred and ninety-eight students at the university in Jakarta and Banten participating in this study (F=121, M=77). By employing the t-test, we determined that there were statistically significant variations in the reading techniques used by the students. As a result of reading references and online learning, students during the COVID-19 pandemic demonstrated significantly higher levels of reading techniques than before the outbreak. The majority of students are enrolled using online platforms. In a qualitative study with an exploratory sequential design, we found that during COVID-19, EFL students improved their metacognitive online reading strategies., such as reading material accessibility, reading concentration issues caused by online reading, and the freedom to choose when and where to read. As a result, it is essential to work on the metacognitive understanding of online reading strategies among EFL students so that they can become more proficient English language readers when using these platforms.

Keywords: EFL Students, Online, Metacognitive

**The Effect of Perceived Risk, Benefits, and Ease of Credit
on Credit-Making Decisions Among MSMEs in Sragen
Regency**

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ABSTRACT

This study aimed to examine the effect of perceived risk, benefits, and ease of credit-on-credit decision-making in MSMEs in the Sragen Regency. Data were collected from as many as 153 respondents who are MSMEs in the Sragen Regency using a Likert scale questionnaire. The sampling technique used is random cluster sampling in each sub-district in the Sragen Regency. The data analysis includes assumption, multiple linear regression, and hypothesis testing (t-test and F-test). The research results show that the perception of risk, the perception of benefits, and the ease of credit significantly affect the credit-making decisions of MSME actors in the Sragen Regency. This research implies that capital providers need to pay attention to the public's view of the risks, benefits, and convenience of credit by socializing, being more responsive and informative about criticism and suggestions, and providing solutions for MSMEs with financial problems.

Keywords: Credit Decision Making, Ease of Credit, Perceived Benefits, Perceived Risk

**Development of Unit Price Contract Standards Between
Maincontractor and Subcontractor in PT XYZ Factory Home
Appliance Project Based on Contract Management Body of
Knowledge to Reduce Claims on Project**

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ABSTRACT

Contract management methods are important in a construction project. The factory home appliance project is one of the national strategy projects in an industrial area. During the implementation of the contract, there are claims that occur between the main contractor and subcontractors. This research was conducted to provide development of contract management based on Contract Management Body of Knowledge 6th Edition to reduce risk-based claims. Based on the research results, it was found that there were high risks in the contract processing process that occurred on the project where these claims occurred, which would then be followed up to minimize the occurrence of claims by looking at every activity at each stage of contract management that had a high risk of generating a claim. which will then take preventive action for every possible risk that will occur. The results of this research can provide input and new guidelines for contract management that will be carried out in the future

Keywords: Contract Management, Risk, CMBOK 6th Edition

**Study Female Board of Directors, Education of the
president commissioner and Firm Performance**

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ABSTRACT

This study aims to analyze the influence of female board of directors on positive effect on firm performance. The next research objective is that the education background of the president commissioner is able to strengthen the influence of the female board of directors on firm performance. The sample in this study is all companies listed on the Indonesia Stock Exchange from 2018 to 2021. The data analysis technique uses regression analysis with panel data. The results showed that H1 was accepted, the female board of directors had an effect on firm performance. H2 is also received by education background of the president commissioner able to strengthen the influence of the female board of directors on firm performance.

Keywords: Female Board of Directors, Education Background, Firm Performance, Tobins'q, Return on Assets

Dividend and Earnings Quality

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ABSTRACT

Dividends are one of the important things that can influence investor decisions. Therefore, company management tries to distribute dividends so as to satisfy its investors. Previous research indicates that managers engage in earnings management to distribute a portion of the profits to investors. This research aims to determine the effect of dividends on earnings quality as measured by earnings management. The objects of this research are all firms listed on the Indonesia Stock Exchange from 2019 to 2021, except the financial sector. Researchers obtained 969 firm-years of observed data. The research results show that dividend policy, as measured by the status of dividend payments, the number of dividends paid, changes in the number of dividends, and dividend persistence, does not significantly affect the quality of earnings. This research contributes to research in the fields of finance and earnings management.

Keywords: Dividend Policy, Dividend Persistence, Earnings Management, Earnings Quality

Religiosity Dilemma: A Paradox Related to SDG Implementation

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ABSTRACT

This study is undertaken to offer empirical insights into the impact of countries with varying levels of religiosity and different GDP conditions on the implementation of the Sustainable Development Goals (SDGs). There are 127 countries in the world as the sample. The data analysis method uses multiple regression analysis. To separate between low and high-religiosity countries, the data is separated based on the median of religiosity. The religiosity variable uses an index religiosity publication, GDP uses a measure of total assets released by the World Bank, while the implementation of SDGs uses an index released by the United Nation. The results of this study show that religiosity has a negative effect on SDG while GDP has a positive effect on SDG. The findings of this study should be interpreted with caution. Commitment to realizing sustainability goals needs the support of various stakeholders, from the findings of this research including religious leaders, government, and the community

Keywords: Religiosity, SDG, GDP, Paradigma, Stakeholders

The Effect of Financial Literacy and Financial Behavior on the Performance of MSMEs on Madura Island

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ABSTRACT

This study aims to find empirical evidence on the influence of financial literacy and financial behavior on the development of MSME financial performance. The research approach used is quantitative, and is located on Madura Island. The population in this study includes all MSMEs on Madura Island. While the samples taken amounted to 62 MSME samples covering four districts. By using the multiple regression analysis method, the results showed that: (1) The financial literacy variable has a significant influence on the performance of MSMEs. (2) The financial behavior variable does not have a positive influence on the performance of MSMEs.

Keywords: Financial Literacy, Financial Behavior, MSME Performance

The Role of Political Skills as a Mediator in the Influence of Workload, Competence, and Placement on Organizational Citizenship Behavior of Civil Servants

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ABSTRACT

This research aims to determine the role of Political Skill (PS) as a mediator in the relationship between workload, competency and placement on Organizational Citizenship Behavior (OCB) among Civil Servants (CS). The research used a survey method on 192 respondents selected from 7,359 CS using purposive sampling, from various organizational units in the CS environment in North Maluku. Statistical analysis, including path analysis, was used to examine relationships between variables. The results of data analysis show that workload, competency and placement have a significant effect on CS OCB. Moreover, PS was shown to play a significant mediating role between these variables and OCB. These findings contribute to the understanding of the complexity of the relationships between these factors in the context of human resource management. The practical implications of this research can be utilized by CS management to design more effective employee development policies and programs. This also emphasizes the important role of PS as a mediator connecting these factors with OCB. A better understanding of PS as a mediator can help improve CS service performance, encourage positive OCB in organizations, and provide a foundation for further research on the role of psychology. and social factors in shaping employee behavior.

Keywords: Political Skill's, Workload, Competence, Organizational Citizenship Behavior, Civil Servants

Uncovering Hidden Realities: A Phenomenological Approach to Financial Crime in Public Procurement

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ABSTRACT

This research aims to uncover the hidden reality of financial crime in the context of public procurement using a phenomenological approach. Through in-depth analyses of the experiences of financial criminals, procurement officials, and the communities involved, the research identifies the factors that drive fraud in the procurement process. The results show that the complexity of the procurement system, local social, economic and cultural pressures play a key role in the dynamics of financial crime. Dissatisfaction with complex procurement procedures and pressure to achieve a certain status are the main triggers for fraud. The implications of this research underscore the need for reforms in the procurement system, increased transparency and accountability. Practical suggestions involve additional education and training for procurement officials, addressing social pressure through social programs, and strengthening internal and external oversight. By highlighting the long-term impact of fraud in public procurement, this research provides a basis for policy and practice changes to create an environment of greater integrity and efficiency in the use of public funds. Collaboration with stakeholders, including researchers and academics, was identified as a strategic step towards achieving this goal.

Keywords: Public Procurement; Procurement Fraud; Phenomenology

**Stakeholder Perspectives on Environmental Accounting
Disclosure: A Case Study of North Toraja District
Government**

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ABSTRACT

This research uses an ethnographic approach to explore environmental accounting reporting practices in the Local Government of North Toraja Regency. Through participatory observation, in-depth interviews, and document analysis, qualitative data were obtained to understand the dynamics of environmental accounting practices at the local level. The findings show the complexity of environmental accounting reporting practices, which are not only influenced by economic and environmental factors, but also closely related to local cultural preservation needs. Interviews with stakeholders, including government officials, environmentalists, financial officers, and research employees, revealed additional dimensions of environmental accounting practices. The integration of these practices with local cultural preservation highlights the central role of socio-cultural aspects in environment-related decision-making. In addition, the importance of active community involvement and proper budget allocation was highlighted, with adequate financial support considered crucial for the effective implementation of the practice. Interviews with the private sector indicate that environmental accounting practices are considered a strategic tool to support a sustainable corporate image. Corporate social responsibility is not only seen as a regulatory obligation, but also as a positive contribution to the local community and environment. This research makes a significant contribution to the understanding of environmental accounting reporting practices in the Local Government of North Toraja Regency. The findings not only illustrate the complexity of the practice, but also provide an in-depth view of how cultural values, community involvement, prudent budget allocation, and the spirit of innovation become key elements in understanding and improving environmental accounting practices at the local level.

Keywords: Environmental Accounting; Reporting Practices; Local Government; Local Culture; Sustainability

Applying Social Practice Theory to Foster Mindful Consumption: A case of waste banks in Indonesia

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ABSTRACT

Mindful consumption is an emerging research topic. The literature about mindful consumption is currently more focused on individual. However, the more significant behavioral impact is collective behavior. So, the purpose of this research is to analyze how mindfulness instill changes to mindful consumption behavior at collective level. This study applies social practice theory to explain how waste management as a social practice increases collective mindfulness and collective mindful consumption. A qualitative research design with case study approach was used in this study. A series of in-depth interviews were conducted with two waste banks and several households around them. The result of this study is waste management practice will evoke collective mindfulness and collective mindful consumption with the following processes: (1) Agents may reconfigure the elements of material, rules, and skills of waste management practices. (2) When agents perform the waste management practice frequently and consistently, the residents will participate in the practice which means that the new practice recruit new carriers. (3) For practice in the community to evolve, the recruitment of carriers depends on frequent exposure to the practice. (4) When the residents are mindful, they will transform their product choices into solutions that benefit themselves and the environment.

Keywords: Mindfulness, Mindful Consumption, Social Practice

The Influence of Firm Size, Financial Leverage, Agency Cost, Business Strategy and Bonus Plan on Income Smoothing

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ABSTRACT

The aim of this study is to obtain empirical evidence that can explain the effect of firm size, financial leverage, agency costs, business strategy and bonus plan on Income Smoothing. The methods used in this study are descriptive and verifiative methods with quantitative data types. This research uses secondary data in the form of data on mining companies listed on the Indonesia Stock Exchange (IDX), namely in the form of company financial statements. This research was conducted on mining companies in 2017-2021. The population in this study was 230 annual report mining companies. The number of samples used was 160 annual report mining companies, using the nonprobability sampling method with quota sampling techniques. The data analysis technique used is panel data regression analysis. Based on the results of research using Eviews 9.0 software, the results of the F test (simultaneous) show that firm size, financial leverage, agency costs, business strategy and bonus plan simultaneously affect income smoothing. Meanwhile, based on the results of the t test (partial) shows that firm size, financial leverage, agency costs, business strategy and bonus plans have a positive effect on income smoothing.

Keywords: Firm Size, Financial Leverage, Agency Cost, Business Strategy, Bonus Plan, Income Smoothing

The Impact of Digital Marketing on Financial Performance (Study of Halal Tourism Destinations on Madura Island)

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ABSTRACT

This study aims to find empirical evidence about the effect of digital marketing on the financial performance of tourist destinations on Madura Island. The approach used in this research is quantitative research. The research population is halal tourist destinations on Madura Island. While the sample has been selected as many as 100 tourist destinations. The data were processed using Smart PLS SEM (Partial Least Square - Structural Equation Modeling) software. Based on the results of the research discussion above, the conclusion of this research is that digital marketing has an influence on financial performance, this means that by implementing good digital marketing, the financial performance of halal tourism will be better.

Keywords: Digital Marketing, Financial performance, Destination, Tourism, Madura

Post-Pandemic Business Existence: A Feasibility Study of GlobalXtreme Bali

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ABSTRACT

After the world was hit by a pandemic some time ago, many businesses were unable to survive the onslaught of the pandemic wave. Several types of businesses were able to survive but still had an indirect impact as a result of the global disaster that struck the community for about 2 consecutive years. Post-pandemic, the market structure has changed drastically, which is why many industries should re-evaluate their businesses by conducting a feasibility study post-pandemic. The main purpose of this paper is to be able to see the feasibility of a business operation and provide an overview of the feasibility of the Internet service provider industry in general. The research was conducted using a sequential exploratory mixed method where qualitative and quantitative data were collected which could then provide a general overview of the business condition so that entrepreneurs can implement the appropriate strategy. GlobalXtreme's business is still stated to be feasible to be run post-pandemic because based on financial aspects only in optimistic and most likely scenarios. While in the pessimistic scenario, the business is stated to be not feasible. Internet service business is assessed using net present value (NPV), internal rate of return (IRR), and payback period.

Keywords: Business Evaluation, Feasibility Study, Financial Projections, ISP Business, Post-Pandemic Existence

The Effect of Moderation of Financial Conditions on the Implementation of the E-Filing and E-Billing System on Individual Taxpayer Compliance

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ABSTRACT

This research was conducted with the aim of testing and obtaining empirical evidence from the implementation of the e-filing and e-billing system on individual taxpayer compliance at KPP Pratama Gianyar and using financial conditions as a moderating variable. All individual taxpayers registered with KPP Pratama Gianyar, totaling 294,918 people, are the population used in this research. Based on this population, a sample of 100 people was obtained which was calculated using the slovin formula, so that 100 people were obtained as samples in this study. To distribute the questionnaire in this research, an accidental sampling technique was used. The analysis technique used is Moderated Regression Analysis (MRA). The results of the analysis from this research show that the implementation of the e-filing and e-billing system has a positive effect on individual taxpayer compliance. Besides that, the result is that financial conditions are able to provide a moderating effect, namely being able to strengthen the influence of implementing the e-filing system on individual taxpayer compliance. This is different with the variable implementing the e-billing system, where financial conditions are unable to moderate or strengthen the influence of implementing the e-billing system on individual taxpayer compliance at KPP Pratama Gianyar.

Keyword: E-Billing, E-Filing, Financial Conditions, Implementation, Individual Taxpayer Compliance

**The Influence of Educational Levels, Job Training and
Work Motivation on the Performance Results of PT. PLN
Indonesia Power (PLTG Gilimanuk) Employees**

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ABSTRACT

PT. PLN Indonesia Power is a subsidiary of PT PLN (Persero). This company's main business activities are focused as a provider of electricity through electricity generation and as a provider of operation and maintenance services for power plants that operate power plants spread across Indonesia, one of which is PLTG Gilimanuk. This research aims to explain the influence of education level, job training and work motivation on employee performance at PT. PLN Indonesia Power (PLTG Gilimanuk). The research population is all employees in the company. The research sample was 47 respondents who were determined using the saturated sampling technique method. Data was collected by distributing questionnaires. The analytical tool used to test the hypothesis is multiple linear analysis assisted by a program *SPSS version 25 For Windows*. The research results show that the education level variable has a positive and significant effect on employee performance. Job training has a positive and significant effect on employee performance. Work motivation has a positive and significant effect on employee performance.

Key Words: Education Level, Job Training, Work Motivation, Employee Performance

Repurchase Intentions in Focus: Unraveling Membership Programs, Omnichannel Strategies, and Digital Marketing Effects

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ABSTRACT

Many companies are looking for ways to retain their regular customers due to their propensity to repurchase the products the business sells. The development of lifestyle regarding facial care / skincare has resulted in many new businesses in the beauty sector, giving rise to competition between businesses. The objective of this study is to examine the impact of membership programs, omnichannel strategies and digital marketing on repurchase intention on Sociolla Bali. This research uses multiple linear analysis methods using SPSS 26, the findings show that (1) membership programs have a positive influence on repurchase intention; (2) omnichannel strategy has a positive effect on repurchase intention; and (3) digital marketing has a positive effect on repurchase intention.

Keywords: Membership Programs (CRM), Omnichannel Strategy, Digital Marketing, Repurchase Intention

**The Influence of Intrinsic Motivation, Communication and
Organizational Culture on Employee Performance at PT.
Bank Central Asia Kuta Main Branch Office**

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ABSTRACT

The performance of an employee is needed to achieve the best performance, both for his own employees and the company because the success of the organization can be determined by the individual performance of the organization which can be known through assessment. This study aims to determine the influence of intrinsic motivation, communication and organizational culture on employee performance at PT. Bank Central Asia Kuta Main Branch Office. The population in this study is employees of PT. Bank Central Asia Kuta Main Branch Office as many as 80 people, with sampling techniques using saturated side techniques, the number of samples in this study was 80 employees. The analysis technique used is multiple linear regression analysis technique. The results of hypothesis testing show that intrinsic motivation has a positive and significant effect on employee performance at PT. Bank Central Asia Kuta Main Branch Office. Communication has a positive and significant effect on employee performance at PT. Bank Central Asia Kuta Main Branch Office. Organizational Culture has a positive and significant effect on employee performance at PT. Bank Central Asia Kuta Main Branch Office

**Keywords: Intrinsic Motivation, Communication, Organizational Culture,
Employee Performance**

**The Influence of Product Variations and Store Atmosphere
on Impulse Buying Which is Moderated by Shopping
Lifestyle at Kanini Jewelry Store Bali Branch**

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ABSTRACT

Impulse buying is one of the effective steps that can be taken to improve marketing. Although impulse buying is seen as a negative stigma for consumers, for business actor's impulse buying is an opportunity that must be maximized with the right marketing strategy. The sampling technique was carried out using non-probability sampling technique with accidental sampling method. The number of samples taken was 95 people who were consumers of Kanini Jewelry products who were or had purchased products from the Bali branch of Kanini Jewelry. The analysis techniques used in this study are multiple linear regression tests, t tests and moderated regression analysis (MRA) tests, using the IBM SPSS 25.0 for Windows. The results of this study are product variety and store atmosphere have a positive and significant effect on impulse buying, shopping lifestyle moderates the effect of product variety and store atmosphere on impulse buying. So, it is important for companies to pay attention to product variations and store atmosphere and shopping lifestyle of consumers.

Keywords: Product Variations, Store Atmosphere, Shopping Lifestyle and Impulse Buying

**The Influence of Work Motivation, Remuneration, and
Workload on Employee Performance at PT. BPR Sari Wira
Tama Badung District**

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ABSTRACT

Source Power man is asset important something organization, because can determine achieved or not objective organization man. By therefore, human resources are very necessary to be managed well for effectiveness and efficiency company the more increase. Study This aim for knowing the influence of motivation work, remuneration and expenses Work to performance employee. This research was conducted at PT. BPR Sari Wira Tama Badung Regency, Object study in study This is motivation work, remuneration, burden Work to performance employee. Population and sample in This research are all employees at PT. BPR Sari Wira Tama, Badung Regency, totaling 41 employees. The sampling technique used is a saturated sampling method or census method due to deep sampling This study consisted of less than 100, so all employees were used as respondents' study. The data analysis technique used in this research is analysis linear regression multiple Which processed use software SPSS version 2 6. Based on the results of the analysis, this research shows that motivation work has a positive and significant effect on employee performance which is meaningful the more work motivation increases, the more employee performance will increase at PT. BPR Sari Wira Tama Badung Regency will experience enhancement. Remuneration has a positive and significant effect on employee performance, which means that the better the remuneration, the better the employee's performance at PT. BPR Sari Wira Tama Badung Regency will experience enhancement. Workload negative influence and significant to employee performance, which means that the load increases work then employee performance at PT. BPR Sari Wira Tama Badung Regency will decrease.

**Keywords: Motivation Work, Remuneration, Workload, Employee Performance,
BPR**

**The Influence of Service Quality, Customer Trust and Word
of Mouth on Customer Loyalty at Ana Motor Badung
Workshop**

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ABSTRACT

Given the increasingly fierce level of competition and also the things that need to be strengthened so that customers remain loyal to using workshop services, therefore, it is important to conduct further studies that need to be considered by the Ana Motor workshop regarding how efforts should be made to increase customer loyalty in using workshop services. Therefore, this study aims to determine the effect of service quality, customer trust, and word of mouth on customer loyalty at the Ana Motor workshop. This research was conducted in Badung Regency which is located at the Ana Motor Badung workshop. The method of collecting data through distributing questionnaires to 96 respondents for customers who have used repair services at the Ana Motor workshop at least 3 times. Sampling in this study used the number of samples formulated by Cochran with the sampling method used was purposive sampling method. The data analysis technique in this study uses multiple linear analysis techniques which are processed using the SPSS 25.0 for Windows program. The results of the analysis show that service quality, customer trust, and word of mouth has a positive and significant effect on customer loyalty at the Ana Motor Badung workshop.

Keywords: Customer Loyalty, Customer Trust, Service Quality, Word of Mouth

The Influence of Corporate Governance in the Timeliness of Financial Reporting with Profitability as a Moderation Variable in Banking Companies Listed on the Indonesia Stock Exchange in 2020 - 2022

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ABSTRACT

This study investigates the impact of corporate governance on the timeliness of financial reporting in banking companies listed on the Indonesia Stock Exchange from 2020 to 2022. Corporate governance is measured using various indicators such as board of directors' composition, board size, and institutional ownership. This study also analyzes the role of profitability as a moderation variable in linking corporate governance and the accuracy of financial reporting. This research methodology uses financial and non-financial data of banking companies listed on the Indonesia Stock Exchange in the last three years. Linear regression analysis is used to examine the relationship between corporate governance and the timeliness of financial reporting, and moderation analysis is used to understand the impact of profitability on this relationship. The findings of this study provide further insight into how corporate governance affects the timeliness of financial reporting in the Indonesian banking sector and whether profitability plays an important role in this context. Practical implications of this research will help banking companies improve corporate governance and maintain the quality of financial reporting.

Keywords: Corporate Governance, Timeliness of Financial Reporting, Profitability, Banking Company, Indonesia Stock Exchange

**Performance Assessment of Financial and Services
Performance at Cikampek Community Health Center,
Karawang Regional Using Maturity Rating Method (Case
Study at Cikampek Community Health Center, Health
Service in Karawang Regency)**

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ABSTRACT

This research aims to assess the performance of the Regional Public Service Agency (BLUD) at the Cikampek Community Health Center in Karawang Regency in the year 2022. The evaluation is guided by the Maturity Rating method based on Perdirjen No. 11/PB/2021, Guidelines for Governance and Performance Assessment. Data collection involves observation, interviews, and secondary data, utilizing mixed methods for analysis that integrates qualitative and quantitative data. Assessment encompasses results-based evaluations (financial and service) and process-based evaluations (internal capability, governance, leadership, innovation, and environment). The findings indicate a maturity level score of 2.6 for BLUD performance. The Cikampek Community Health Center's maturity level assessment is at level 2 out of 5, signifying a "manage" status. To enhance performance, the center needs to concentrate on improving financial and service quality. Achieving this improvement necessitates efforts to enhance internal capabilities, implement good governance and leadership practices, encourage innovation, and appropriately manage the environment.

Keywords: Regional Public Service Agency (BLUD), Community Health Center, Maturity Rating Method, Results Based Assessments, Process Based Assessments

Analysis of Student Competencies Through Accounting Technician Certification to the Global Economy

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ABSTRACT

This research aims to develop student competency through accounting technician certification in facing the global economy. This type of research is quantitative using a descriptive approach. Through this approach, it is hoped that it will be able to provide understanding for researchers to describe student competencies through accounting technician certification to face the global economy. The research population and sample used were active students majoring in accounting, FEB UTM, fourth semester and above. The results of this research state that student competency is supported by the accounting study program through practicum/training activities as well as the resources available which include facilities and infrastructure, instructor competency, learning methods, implementation of competency certification tests, usefulness of competency certification and student interest/motivation to take part. Competency certification has high potential in increasing the competency of students majoring in accounting to face the global economy.

Keywords: Competency, Accounting Technician Certification, Global Economy

Board Quality, Leverage and Impact on Earnings Management: Evidence from Two-tier Board Structure of Indonesia

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ABSTRACT

This research aimed at to look into the impact of board quality and leverage on earnings management in the Indonesian banking industry-sector. A total of thirty-seven banks listed on the Indonesia Stock Exchange were utilized as the sample. Banking managers in Indonesia usually use allowance for impairment losses to manipulate reported earnings. In this study, we use board quality to reduce earnings management carried out by banking managers. The uniqueness of the Indonesian two-tier board system, shows that the Board of Commissioner is a representative of shareholders rather than a company. Further, the Board of Commissioner cannot dismiss the Directors, they only have the right to temporarily suspend the Directors from the office. At the end, only the shareholders through the special general meeting of shareholders have the right to dismiss the directors, and the board of commissioners if necessary. In this case the Board of Commissioners would place a prime loyalty to the majority of shareholders since they have majority power. The main characteristics of corporate governance in Indonesia is the dominance of corporate financing sources from outside or external financing in the form of debt. The regression results show that board quality proxied by an independent board and board diligence can reduce earnings management and leverage has a negative effect on earnings management

Keywords: Board Quality, Leverage, Earnings Management, Two-tier Board, Banking Industry

VLAN Analysis and Design With VLAN Trunking Protocol (VTP) Cisco Switch Mode (Case Study: Khairun University Campus III)

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ABSTRACT

Abstract. The analysis used aims to obtain results on the packet tracer application in the design of VLANs with the Cisco Switch Mode VLAN Trunking Protocol (VTP) method. On campus III Khairun University may require the development of different computer network infrastructure such as VOIP networks, network servers, local networks, and different Gateways, but they are still in the same place or location, but it can also be the other way around when several other devices are on Campus III Khairun University is located in a different place so it is very important to use the VLAN method, namely when the campus network scale becomes larger and Traffic Broadcast becomes a burden on the entire computer network. Too much load from this Traffic Broadcast might cause the network to slow down and become less responsive than before. VLAN is a group of devices in a LAN that are configured (using management software) so that they can interact with each other as long as they are connected to the same network even though they are physically on different LAN segments. VLAN, also known as Virtual LAN, which in concept is a LAN network that is virtually created on a switch. For a specific switch, they are able to create several different LANs with different IDs on each port, and will only forward traffic to ports that have the same ID. Cisco Packet Tracer is software that allows network administrators to create computer network simulations in order to know surely the existing network system.

Keywords: VLAN, VTP, Traffic Broadcast, Packet Tracer App

What Affect Entrepreneurial Success for Vocational Student in Indonesia? Investigation of Educational, Relational, and Structural Factors With Self-Confidence Factor as Moderating Variables

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ABSTRACT

This research aims to investigate contextual factors affecting entrepreneurial success for vocational student in Indonesia, investigation through the perceived education support, perceived relational support, and perceived structural support as independent factors with level of self-confidence factor as moderating variables, the research focus on vocational student in Indonesia. There were 457 student respondents, using non-probability sampling with purposive sampling method. The data analysis technique used is descriptive analysis and SEM-PLS. The results of this study indicate that the perceived educational support does not affect entrepreneurial success. Perceived relational support, perceived structural support, and level of self-confidence positively and significantly affect entrepreneurial success. Level of self-confidence cannot moderate all the independent variable perceived educational support perceived relational support, and perceived structural support to affect entrepreneurial success. Implication of this research could be applied to the individual, institutional and governmental stakeholders that has a direct or indirect connection to entrepreneurial ecosystem in boosting the entrepreneurial impact in Southeast Asia region, especially for vocational students such the needs of significant work-life enrichment from close relatives, the intention from the government or policy makers to support the environment and ecosystem to create supportive climate.

Keywords: Vocational Students, Entrepreneurial Success, Theory of Planned Behavior

**Determination in Mediating Relationship Oriented
Leadership Behavior, Task Oriented Leadership Behavior
and Self Leadership at Bank Syariah Indonesia, Imam
Bonjol Padang Branch Office**

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ABSTRACT

The effectiveness of an organization is highly dependent on human resources (HR) or what we often know as human capital. Therefore, it is important for every organization to be able to manage its human resources effectively and efficiently in supporting the maximum realization of organizational goals. Through good and proper HR management, quality and solid human resources will eventually be created to support the implementation of the duties and responsibilities of each individual. This study aims to determine and analyze the relationship of five variables, namely relationship-oriented leadership behavior, task-oriented leadership behavior, self-leadership, organizational citizenship behavior, and self-efficacy as an intervening variable. The object of this study were 50 employees of Bank Syariah Indonesia at the Imam Bonjol Padang Branch Office. Through the Smartpls 3 tool, the results found that there was a significant influence on relationship-oriented leadership and self-leadership on self-efficacy, while task-oriented leadership behavior did not have a significant effect on self-efficacy. Furthermore, relationship-oriented leadership behavior, task-oriented leadership behavior, self-leadership and Self-efficacy have a significant effect on Organizational citizenship behavior. This research also reveals that self-efficacy has a significant effect in mediating relationship-oriented leadership behavior, and self-leadership on organizational citizenship behavior. Meanwhile, the influence of Task-Oriented Leadership Behavior on Organizational Citizenship Behavior cannot be mediated significantly by self-efficacy.

Keywords: Relationship-Oriented Leadership Behavior, Task-Oriented Leadership Behavior, Self-Leadership, Organizational Citizenship Behavior, And Self-Efficacy

**Classification and Detection of Fake News in Social Media
to Reducing Disinformation Effect for Novice Voters during
Indonesia Pre Elections 2024**

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ABSTRACT

With the rise of social media platforms, the spread of fake news has become a significant concern. During the 2024 presidential election is dominated with novice voters, who are exposed to a lot of news from social media. This research tries to measure the resilience of novice voters in dealing with hoax news so as not to be polarized. The survey was conducted with respondents from this study were students from two universities totaling 283 people from various studies major. From the data, a classification approach using the naïve Bayes method was also built to help recommend a category whether this news is a hoax or fact. The results of this study show that novice voters are not yet able to categorize whether the news is a fact or a hoax, especially when endorsed by influencers and public figures. Other results show the accuracy rate of the naïve Bayes method is up to 90%. However, it needs to be supported by a sufficient training database to provide optimal results.

Keywords: Fake News, Hoax Classification, Naïve Bayes, Resilient on Hoax

Enhancing Consumer Revisit Intentions: A Comprehensive Study on the Impact of Store Atmosphere, Experiential Marketing, and Brand Associations at Praya Social Hub Bali Café

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ABSTRAK

This research aims to explore the impact of store atmosphere, experiential marketing, and brand ambassadors on consumer revisit intention at Praya Social Hub Bali Cafe. The study was conducted at Praya Social Hub Bali, with the population consisting of all customers who have visited and made purchases at the cafe. The sample size of 100 respondents was determined using non-probability purposive sampling. Data collected through questionnaire distribution were deemed suitable for analysis, with subsequent testing and analysis conducted using multiple linear regression. The findings indicate that store atmosphere, experiential marketing, and brand associations positively influence revisit intention at Praya Social Hub Bali. This implies that an improvement in store atmosphere, experiential marketing, and brand associations leads to higher consumer revisit intention. Brand associations emerge as the most dominant variable in influencing consumer revisit intention, attributed to its ability to create emotional connections, reinforce quality perceptions, and establish unique appeal distinguishing it from competitors. The implications of this research suggest the need to enhance store atmosphere, experiential marketing strategies, and brand associations to elevate consumer return visits to Praya Social Hub Bali.

Keywords: Revisit Intention, Store Atmosphere, Experiential Marketing, Brand Associations, Consumer Loyalty, Marketing Strategies, Praya Social Hub Bali

**The Influence of Leadership Style Job Stress and
Punishment on Employee Performance in the Company PT.
BPR Aruna Nirmaladuta Gianyar**

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ABSTRACT

The purpose of this research is to test and analyze the influence of leadership style, work stress, and punishment on employee performance. Employee performance is very important for an organization or company, because the better the performance of an employee, the better the performance of the organization or company will be. This research was conducted at PT. BPR Aruna Nirmaladuta Gianyar which is on Jalan Raya Jl. By Pass Dharma Giri No 97, Buruan, Blahbatuh sub-district, Gianyar Regency, Bali. The sample in this study was all employees of PT. BPR Aruna Nirmaladuta Gianyar, totaling 42 people. The sampling technique uses a census. The data analysis technique used is multiple linear regression analysis. The research results show that leadership style has a positive and significant effect on employee performance, work stress has a negative and significant effect on employee performance, and punishment has a positive and significant effect on employee performance.

Keywords: Work Stress Leadership Style, Punishment, Employee Performance

SME Perception of Planning in Supply Chain Management to Maintain Quality Consistency

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ABSTRACT

The important role of SMEs in the economy globally, nationally and regionally. This research is devoted to the content of planning perceptions in supply chain management to maintain consistency in the quality of implementation in Bandung SMEs. This research was conducted to determine the relationship between variables when applied to food and beverage small businesses, as well as provide recommendations for improving business competitiveness to business people and stakeholders related to SMEs in Bandung. The lack of research on SMEs is associated with Supply Chain Quality Management (SCQM), Quality Performance and Strategic Planning. The results of the literature review show that strategic planning has a link to SCQM but has not been strongly proven empirically, especially in SMEs. The research method uses a quantitative approach and descriptive explanatory analysis, conducted on small category food and beverage businesses in Bandung with a sample of 150 SMEs. The results of the study gave rise to a strong concept or model. The effect of strategic planning on SCQM was recorded significant 0.887. The effect of SCQM on quality performance is significant at 0.829. The effect of strategic planning on quality performance through SCQM is significant at 0.736.

Keywords: SCQM, Supply Chain Quality Management, Quality

Evaluation of Implementation of Maintenance Management System for Working Vessels of PT Timur Bahari to Improve Company Financial Performance

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ABSTRACT

The working vessel is an important asset for marine contractors, including PT Timur Bahari. It plays important role as main equipment for marine constructions, crew accommodation, and marketing tools for the company. Recognizing the pivotal role of working vessel, any downtime would result in unproductive and reducing company's revenue. On the other hand, uptime is expected to always be at the high level so that working vessel keep productive. Therefore, the implementation of Maintenance Management System for working vessels becomes vital to the company's Financial Performance. The study utilizes survey methods, literature reviews, and case study. The conclusion of this study demonstrates that integrating the Maintenance Management System with the Business Process can significantly enhance the company's Financial Performance.

Keywords: Working vessel, downtime, uptime, Maintenance Management System, Financial Performance, Business Process

Evaluating the Performance of the Official Tourism Websites of Indonesia and Malaysia

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ABSTRACT

The main aim of this research is to look into various destination images promoted on the official tourism websites of Indonesia and Malaysia. Furthermore, the two websites' performance is also compared. In analyzing the images, this study used a free image downloader application that enables one to download all the images from the two official tourism websites. According to the findings of visual content analysis, both websites commonly portray similar destination images for the audience they are targeting. Moreover, a website performance analysis revealed that the official tourism website of Indonesia was discovered to be effective in obtaining visitors and organic searches. However, when it came to visit duration, page count per visit, and bounce rate, Malaysia's official tourism website achieved better. The findings from this study indicate that the official tourism website of Indonesia maintains a good quantity of visits but tends to neglect the quality of the experience of its visitors. Antithetically, the official tourism website of Malaysia tends to provide a higher quality of experience for its visitors.

Keywords: Website evaluation, Website performance, Official tourism website, Indonesia, Malaysia

**Diversification of Village Owned Enterprises (BUMDes)
Businesses in Order to Increase Profits to Improve
Community Welfare**

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ABSTRACT

This research aims to see or measure the financial performance of BUMDes Dharma in Dharma Camplong village, Camplong subdistrict, Sampang district, which is expected to be able to improve village welfare through the contribution of Village Original Income obtained from BUMDes contributions. This research is a qualitative and quantitative descriptive research by looking at the village economic potential and BUMDes performance through indicators of growth in Retained Profit, Management Welfare and PADes Contribution (Social Funds). Samples were taken from 2 informants, namely the Village Head Dharma Camplong and the BUMDes Treasurer. The results of comparative calculations with the same capital, the business of buying and selling gas cylinders is more profitable because it produces profits 3 times greater than the savings and loan business. The business of buying and selling the contents of gas cylinders also eliminates bad credit due to savings and loan businesses.

Keywords: Diversification, BUMDes, Welfare Community

Determinants and Competitiveness of Indonesian Palm Oil Exports in the International Market

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ABSTRACT

As an agricultural country, Indonesia has great potential in the development of palm oil which is widely used in various advanced processing industries. The existence of palm oil as a leading commodity makes the demand for palm oil not only from domestic but also in the international market. Nevertheless, the success of Indonesia's palm oil exports as the largest producer of palm oil is determined by various dynamics originating from within and outside the country. This study aims to analyze what factors can affect Indonesian palm oil exports in the international market by looking at various related variables, as well as looking at the competitiveness of Indonesian palm oil exports in the international market. This research focuses on exports to the European market because in recent years Europe has implemented advanced policies related to palm oil exports which are summarized in the RED II (Renewable Energy Directive) policy to support the Sustainable Development Goals (SDGs) by the United Nations which is expected to affect the dynamics of Indonesian palm oil exports. Ordinary Least Square is used to see the determinants of exports, while RCA is used to see the competitiveness of three ASEAN countries that have the highest palm oil production in the international market. Using multiple linear regression (ordinary least square) from 2000 to 2021, this study proves that domestic factors consisting of Indonesian palm oil production, Indonesian palm oil prices, income, and policy rates set are significantly able to explain the dynamics of Indonesian palm oil exports to Europe. Similarly, external factors, world palm oil prices, exchange rates, EU revenues, and the RED II policy set by Europe significantly explain the determinants of Indonesian palm oil exports. Meanwhile, RCA analysis used to see the competitiveness of Indonesia, Malaysia, and Thailand palm oil exports shows that the competitiveness of Malaysian palm oil exports is more competitive than Indonesia and Thailand.

Keywords: Palm Oil, Exports, Competitiveness, RED II

WTP Opinion: A Symbol of South Sulawesi People's Trust

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ABSTRACT

This research aims to examine the meaning of WTP opinion for the people of South Sulawesi. And aims to answer the following questions: 1) Is the WTP opinion just a symbol or does it have a deeper meaning? 2) What is the view of the people of South Sulawesi regarding the WTP opinion? 3) Does the WTP opinion have an impact on the development of South Sulawesi?. This research method is qualitative, using Herbert Blumer's approach (symbolic interaction). Blumer argues that humans act based on their interpretation of social situations. He believes that meaning is not something that exists in objects or events, but is something that humans create through social interaction. Data was collected through in-depth interviews with the people of South Sulawesi. The research results show that the WTP opinion has important meaning for the people of South Sulawesi. WTP opinion is defined as: 1) A symbol of public trust in the government, 2) Motivation for the government to improve its performance, 3) Providing a positive impact on the economy. WTP information can be used by the South Sulawesi government to increase public trust, government performance and the regional economy because WTP is prepared according to accounting standards.

Keywords: WTP Opinion, Public Trust, Government Performance, Regional Economy, South Sulawesi

The Problem of Data Scarcity in The Field of Machine Learning

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ABSTRACT

Data scarcity is a major challenge in the field of machine learning. Machine learning models require large amounts of data to train, but in many cases, this data is not available or is too expensive to collect. This can lead to problems such as overfitting, underfitting, and bias. The significance of research on data scarcity is twofold. First, it can help to develop new machine learning algorithms that are more robust to data scarcity. Second, it can help to identify new sources of data that can be used to train machine learning models. The implications of data scarcity are far-reaching. In some cases, it can prevent the development of machine learning applications altogether. In other cases, it can lead to the development of machine learning applications that are less accurate or less reliable than they could be.

Keywords: Data Scarcity, Machine Learning, Overfitting, Underfitting, Bias, Research, Algorithms

**Development of Eco Friendly Urban Mobility Hub to
Overcome The Challenge: Rapid Urbanization Has Led to
Congested Roads, Environment Pollution and Inefficiencies
in Urban Transportation System**

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ABSTRACT

The rapid urbanization of the 21st century is a defining feature, presenting numerous opportunities and formidable challenges for urban planners, policymakers, and environmental advocates. Among the most pressing issues tied to this phenomenon are congested roads, escalating environmental pollution, and inefficiencies within urban transportation systems. To combat these challenges, the concept of Eco-Friendly Urban Mobility Hubs (EFUMHs) has gained traction as a promising solution, focusing on environmentally sustainable approaches to transform urban transportation. This research paper explores the multifaceted concept of EFUMHs and their role in reshaping urban mobility within the context of rapid urbanization. Through an extensive review of existing literature and in-depth analysis of successful EFUMH implementations via case studies, this paper aims to clarify the potential of these hubs as catalysts for transformative change. The study critically assesses various aspects of EFUMHs, including sustainable transportation modes, innovative infrastructure designs, and smart technologies aimed at reducing emissions and improving transportation efficiency. Moreover, this research delves into the significant challenges that arise when establishing and operating EFUMHs amidst accelerating urbanization. These challenges encompass intricate urban planning considerations, regulatory complexities, financial constraints, technological integration hurdles, and resistance from various societal stakeholders. In response, this paper offers strategic solutions and best practices for overcoming these obstacles, highlighting the pivotal role of collaboration among government entities, private sector stakeholders, and community members.

Keywords: Rapid urbanization, Eco-Friendly Urban Mobility Hubs (EFUMHs), Sustainable transportation modes, Transformative change, Emissions reduction, Urban planning considerations, Collaboration

EV Markets: A Comparative Analysis between India, Nigeria, and Indonesia

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ABSTRACT

In this study, we present a nuanced comparative evaluation of the Electric Vehicle (EV) landscapes in India, Nigeria, and Indonesia — three emerging economies with divergent socio-economic and infrastructural profiles. Our objective is to elucidate the multifaceted determinants underpinning EV adoption and proliferation within these nations. India, showcasing a more mature EV ecosystem, has witnessed accelerated growth propelled by encouraging governmental strategies, fiscal incentives, and an evolving charging framework. In contrast, Nigeria's embryonic EV sector grapples with infrastructural impediments and fiscal challenges. Indonesia has abundant natural resources, but demand for electric vehicles in Indonesia is still low so the infrastructure for vehicle charging stations is still in the development stage. Through an in-depth scrutiny of consumer predilections, acquisition impediments, and state-led initiatives, we delineate the idiosyncratic challenges and prospects inherent to each milieu. Our exploration further delves into the cultural, economic, and policy-driven catalysts sculpting the EV milieu in these territories. The insights gleaned from this investigation serve as a pivotal reference for policymakers, industry aficionados, and financial proponents aiming to decode the intricate dynamics of the EV market within these variegated settings. Furthermore, the comparative paradigm employed augments the overarching comprehension of global EV assimilation patterns.

Keywords: Electric Vehicle (EV) landscapes, Comparative evaluation, India, Nigeria, EV adoption, Socio-economic profiles, Emerging Economies

A Study on AI: Customer Feedback & Personalized Marketing Comparison between India and Nigeria

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ABSTRACT

In the world of business, using Artificial Intelligence (AI) has really changed how companies connect with customers. This research looks at how AI can understand what customers think and how it helps make marketing more personal. It explores how AI tools can learn important things from customer feedback, like what people like and how they feel. Then, comes how companies can use these things to make marketing that feels special to each customer. Further, this shows the customer perspective and loyalty along with comparative study of India's AI personalized marketing with Nigeria's AI personalized marketing, by looking at real examples from different businesses. This helps companies build strong relationships with customers and be better than their competitors in today's world that uses a lot of data. The research findings help us see how AI and understand customer feedback are super important for making customers happy and loyal to a brand.

Keywords: Artificial Intelligence (AI), Customer Engagement, Personalized Marketing, Customer Feedback, Customer Perspective, Loyalty, Comparative Study, India vs. Nigeria AI Marketing

Factors and Challenges Faced in Adoption of EV (Electric Vehicles) in Malaysia

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ABSTRACT

Electric vehicles (EVs) are considered as a promising solution to reduce greenhouse gas emissions and dependence on fossil fuels in the transportation sector. However, the adoption of EVs in Malaysia is still low compared to other countries, despite the government's efforts to promote them. The study aims to identify and analyze the factors and challenges that affect the adoption of EVs in Malaysia, based on a literature review and a survey of potential EV users. The main factors and challenges that influence the adoption of EVs in Malaysia are: (1) high cost of EVs and batteries; (2) lack of charging infrastructure and standardization; (3) low awareness and knowledge of EVs among consumers; (4) range anxiety and performance issues; (5) environmental impact of battery disposal and electricity generation; and (6) policy and regulatory uncertainties. It is suggested that the government should provide more incentives and subsidies for EV manufacturers and consumers, develop a comprehensive and integrated charging network, increase public education and awareness campaigns, support research and development on battery technology and recycling, and establish clear and consistent policies and regulations for EVs. There are potential benefits of EVs for Malaysia, such as energy security, economic development, environmental protection, and social welfare. EVs have a bright future in Malaysia, if the challenges are addressed effectively and the opportunities are seized strategically.

Keywords: Batteries, Economic Development, Electric Vehicles, Energy Security, Environmental Protection, Greenhouse Gas Emissions, Malaysia, Transportation, Social Welfare

Changing Business Leadership and Technological Organizational Performance: An Analysis of Its Impact

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ABSTRACT

This research delves into the evolving landscape of business leadership and its profound impact on technological organizational performance. In an era marked by rapid technological advancements, our analysis scrutinizes the changing role of leadership, assessing its influence on organizational efficiency and effectiveness. Through a comprehensive examination of leadership styles, strategies, and their relationship with innovation, we uncover the pivotal factors shaping the success of organizations in the digital age. This study highlights the imperative for leaders to be adaptable and technologically adept, as their capabilities significantly affect an organization's capacity to leverage technology for competitive advantage. Our findings provide crucial insights into the symbiotic relationship between leadership and technological prowess, offering guidance for businesses striving to thrive in today's dynamic environment.

Keywords: Technological Advancements, Leadership, Efficiency, Effectiveness, Strategies, Innovation, Adaptable

Exploring QR Code Adoption for Cashless Payments and Advancing Financial Inclusion: A Comprehensive Study

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ABSTRACT

In an era marked by the widespread digitization of financial transactions, the uptake of cashless payment methods is a pivotal driver of economic transformation. This research conducts a meticulous examination of the integration of QR code technology within cashless payments, emphasizing its implications for financial inclusion. QR codes have evolved from data matrices into instruments facilitating secure electronic transactions across platforms, including mobile wallets, e-commerce, and point-of-sale systems. This study explores QR code applications and their role in redefining payments. This research examines the relationship between QR code adoption and financial inclusion. It evaluates how QR codes can bridge gaps between underserved populations and mainstream financial services by providing accessible, cost-effective payment solutions. The study also assesses QR codes' potential in enhancing financial literacy and economic empowerment among marginalized demographics. Through a review of literature, empirical analyses, and case studies, this research delivers insights into QR code adoption in cashless payments. It serves as a crucial resource for policymakers, financial institutions, and technology providers, offering strategies to harness QR codes as a force for inclusive financial growth in the digital era

Keywords: QR Code Adoption, Cashless Payments, Financial Inclusion, Digital Transformation, Financial Empowerment

Future of Business Culture: An Artificial Intelligence-Driven Digital Framework for Organization Decision-Making Process

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ABSTRACT

Technological efforts are currently being used across a broad array of industries. Through the combination of consumer choice and matching principle, the goal of this paper is to investigate the prospective implications of artificial intelligence systems on business outcomes. From an entrepreneurship standpoint, the research revealed that artificial intelligence systems can help with better decision-making. We create a novel paradigm comparative analysis of conventional and automation judgement along these criteria, demonstrating how both judgement modalities can be used to improve organizational judgement efficiency. Furthermore, the research shows that, by involving internal stakeholders, they can manage the correlation among AI technologies and improve decisions for businessmen. Furthermore, the research shows that customer preferences and industry norms can moderate the link between AI systems and superior entrepreneurial judgement. The goal of this work is to conduct a thorough literature analysis examining the confluence of AI and marketing philosophy, as well as construct a theoretical model that incorporates concerns based on established studies in the areas. This research shows that, in a setting with artificial intelligence systems, customer expectation, industry standards, and participative management, entrepreneurial strategic decisions are enhanced. This research provides entrepreneurs with technology means for enhancing decision-making, illustrating the limitless possibilities given by AI systems. This study proposes a way to exploit this innovative innovation without destroying society. We show real-world examples of each of these frameworks, indicate circumstances in which they are likely to improve decision-making performance in organizations, and provide actionable implications into their constraints. These observations have a wide variety of implications for establishing new management methods and practices from both academic and conceptual viewpoints.

**Keywords: Analysis, Efficiency, Correlation, Decision-Making, Entrepreneurial
Judgement, Implications**

GenZ Attitude towards Artificial Intelligence Adoption

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ABSTRACT

One aspect of Gen Z is that they are technologically well integrated in adapting and using now and forth coming applications, accessories or modes of Internet. Gen Z are the highly consumers of technology in their daily lives. They use Mobile technology, social media, Internet for learning, working, playing, and communicating. Various applications are successfully adapted by the GenZ. If we dig deeper the perspective of Gen Z is simple, straightforward and clear in online and offline mode of working as they are digitally well equipped and their life circulates in Digital world. Gen Z usage towards internet has made it a matter of importance for Markets to bring new technology that can grab their interest, attention, time and also much of their usage. Such technology is Artificial Intelligence which itself is a big Intelligence requiring no human to perform work and tasks. All the things will be taught to a machine and once machine is data equipped, Machine will automatically able to answer and perform the tasks given to it. Artificial Intelligence concept is evolved to make get work faster and accuracy in results. of AI that has been aggressively used by GenZ through different applications or search engines. Anything can be asked, quoted, clicked and the answer is in your hands without any third person involvement. AI itself is impacting changes in the way Gen Z seek competition and form a theory of their choices for sudden changes and interests in different fields multiple minds at a single time. This Paper will study on the Level of Competition AI is destroying or enhancing innovative minds of Gen Z. The Study aims to produce valid material for GenZ adoption towards AI. The subject on the study was conducted on Different campuses located in India, Nigeria and Indonesia. The research instruments used were Google forms, MS Excel, SPSS software. The results of developing this comparison were based on using Null hypothesis, practicing Linear Regression and Spearman's rank order correlation coefficient for understanding the study in comparative and relationship learning on AI adoption by Gen Z.

Keywords: Gen Z, Attitude, Artificial Intelligence

Digital Transformation and Its Impact on Apple's Company

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ABSTRACT

Apple Company has been significantly impacted by digital transformation, which has resulted in changes to its business processes and strategies. The organization has collaborated with Deloitte to establish a first-of-its-kind Apple practice with over 5,000 strategic advisers entirely dedicated to helping businesses to take advantage of the tremendous ecosystem that iOS, iPhone, and iPad provide. Apple has also collaborated with Accenture to develop Apple solutions that revolutionize the way organizations operate. Consumer expectations and behaviors have been profoundly impacted by digital transformation, putting established enterprises under strain and resulting in business model innovation. To boost its ability to compete in the technological sector, Apple has improved its products and marketing techniques in response to these changes. Furthermore, Apple has developed programs such as the Racial Equity and Justice Initiative, which enables and supports more than 40 historically black colleges and universities (HBCUs) in bringing coding and creativity experiences to their communities through the use of Apple hardware and software. The platform economy has also influenced value creation in the healthcare industry, and Apple is investigating how digital platforms may influence value creation. Overall, Apple's business processes and tactics have changed significantly as a result of digital transformation, allowing the corporation to remain competitive and inventive in the technology market.

Keywords: Digital Transformation, HBCUs, Technology Market, Business Model Innovation, Products and Marketing Techniques

Cross-Border Collaboration: India's UPI Success Story in Indonesia (A Case Study on Unified Payments System)

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ABSTRACT

This research paper delves into the successful introduction of the Unified Payments Interface (UPI) in the Indonesian market, with a primary focus on crucial elements such as the India-Indonesia memorandum of understanding (MoU), technology transfer, the impact of the 5G spectrum, credit generation, and quantitative analysis through surveys. A notable aspect of this study is examining the current technology transfer process in UPI implementation alongside previous instances, shedding light on the evolution of knowledge transfer methodologies. The effectiveness of the India-Indonesia MoU in facilitating UPI adoption reflects the dedication of both nations. The research investigates how India's expertise in UPI is customized to meet Indonesia's specific needs, historically and in the present. Furthermore, as 5G technology gains prominence, this paper assesses its influence on the efficiency and security of UPI. The study also evaluates UPI's role in promoting credit generation, thereby contributing to financial inclusion and economic growth. The research measures user sentiments, adoption rates, and transaction trends using a multifaceted approach involving surveys and quantitative data analysis. The findings provide valuable insights for policy development, the refinement of technology transfer strategies, and the sustainable growth of digital payment systems in Indonesia and similar emerging markets.

Keywords: Payment technology, Digital payments, financial services, Fintech, Mobile payments, Indonesia-India relations, Cashless transactions, Payment infrastructure

Adaptive Retail Outlet Strategies: Navigating the Challenges of the COVID-19 Crisis

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ABSTRACT

The research inquiry titled "Adaptive Retail Outlet Strategies: Navigating the Challenges of the COVID-19 Crisis" engages in a comprehensive examination of the retail milieu during the COVID-19 pandemic. Employing a comprehensive methodological approach, the study commences with qualitative data collection through a combination of focus group discussions and individual interviews. The objective of this qualitative phase is to discern pivotal variables that wield discernible influence over consumer attitudes and behaviors within the retail domain. Such variables encompass the spatial arrangement of retail outlets, the demeanor of personnel, and pricing mechanisms, among others. Subsequent to this qualitative elucidation, the identified variables undergo a process of quantification, comprehensive statistical analysis, and rigorous hypothesis testing. The investigation reveals the substantial influence of environmental exigencies, prominently typified by the COVID-19 crisis, on the establishment of buyer confidence and the augmentation of satisfaction levels within the buying process. Moreover, the study examines the interplay of gender in the context of retail format selection. The findings of this scholarly endeavor demonstrate the unequivocal and substantial influence of environmental factors, particularly in the form of the COVID-19 pandemic, on consumer confidence, accentuating the imperative necessity for adaptive and resilient retail strategies. It endows the retail industry with invaluable insights directed at the amelioration of consumer experiences, the enhancement of employee motivation, and the fostering of brand profitability within the intricate landscape of the COVID-19 pandemic, and analogous unanticipated adversities that may befall the retail sector.

Keywords: Adaptive Retail Strategies, COVID-19 Crisis, Consumer Behavior, Retail Environment, Buyer Confidence, Environmental Factors, Retail Format Selection, Employee Motivation, Brand Profitability, Crisis Management

**Factors Influencing Investment Decisions among
Postgraduate Students: A Comparative Analysis Between
India, Nigeria, and Indonesia**

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ABSTRACT

Investment is done for the purpose to gain profitable returns. Investing in a well-diversified portfolio offers a multitude of benefits, including capital appreciation to grow wealth over time. As a student, managing finance can be challenging, but exploring opportunities for passive income can make a significant difference in financial stability and independence. Moreover, strategic investments can provide tax benefits that help optimize your financial situation. When considering the expected returns, it's crucial to balance them with liquidity for easy access to funds when needed, ensuring financial security. Additionally, a diversified approach contributes to risk minimization, safeguarding your investments against market volatility and potential losses. Overall, these elements collectively form a robust strategy to secure your financial future. This comparative analysis explores the factors influencing investment decisions among postgraduate students in India, Nigeria, and Indonesia. Demographics play a pivotal role in shaping investment choices, and understanding the differences in the attitude of these countries is vital for effective financial education initiatives.

Keywords: Demographic, Capital Appreciation, Tax Benefits, Expected Returns, Liquidity, Risk Minimization, Financial Security

A Comprehensive Analysis: Augmented Reality's Influence on Consumer Behavior in Purchasing

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ABSTRACT

This research paper delves into the profound influence of augmented reality (AR) on consumer behavior within the purchasing process. As technology advances, AR has emerged as a transformative instrument reshaping consumers' interaction with products and decision-making. Concentrating on the retail sector, this study extensively examines the psychological, cognitive, and emotional dimensions of AR-augmented shopping experiences and their subsequent impacts on consumer attitudes, perceptions, and purchasing patterns. Augmented Reality serves to enable consumers to pre-visualize products in their personal environments before committing to a purchase. It also provides comprehensive product information encompassing reviews, ratings, and pricing details. The investigation will employ a combination of primary and secondary resources, focusing particularly on Zara and IKEA within the retail sphere. Additionally, insights will be gathered through structured questionnaires to ascertain the specific effects of augmented reality implementation on consumer behavior. This comprehensive exploration seeks to unravel the multifaceted implications of AR integration, contributing to a deeper understanding of its significance in modern retail dynamics.

Keywords: Augmented Reality, Consumer Behavior, Purchasing Process, Technology Advancement, Transformative Instrument, Product Interaction, Decision-Making, Retail Sector, Psychological Dimensions, Zara, IKEA, Retail Sphere, Structured Questionnaires, AR Implementation, Multifaceted Implications, Modern Retail Dynamics

The Transformative Impact of Artificial Intelligence on Economics

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ABSTRACT

This research study delves into the profound and multifaceted influence of artificial intelligence (AI) on economics. This research explores the wide-ranging implications of AI on economic growth, productivity, labour markets, and income distribution. Through a systematic review of existing literature and empirical analysis, we examine how AI-driven automation is altering industries, workforce dynamics, and market competitiveness. We also assess the potential for AI to enhance decision-making processes, optimize resource allocation, and promote sustainable economic development. This research investigates the challenges and ethical considerations associated with the adoption of AI in economic systems, such as biases in algorithms, privacy concerns, and the need for regulatory frameworks. It also explores the role of governments and institutions in facilitating AI adoption while ensuring equitable distribution of benefits. This comprehensive study offers valuable insights into the intricate relationship between AI and economics, shedding light on the transformative potential and the critical issues that policymakers, businesses, and societies must address as AI becomes an integral part of the economic landscape.

Keywords: Artificial intelligence, Transformative Impact, Sustainable Development, Market competitiveness, Productivity

The Influence of Green Marketing on the Revenues and Firm Value of Companies in Asia

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ABSTRACT

Green marketing is a marketing and product development method from a company oriented towards environmental sustainability. This research further aims to discover how Green Marketing can influence the increase in revenue and firm value of companies in Asia through the ROA ROE and PER indicators. In its analysis, this research uses a research methodology in the form of Quantitative Research with a research sample of 30 companies in Asia that implement Green Marketing with indicators (Green product, green promotion, green price and green place) and then tested using SPSS. The results of this research are 1. Green marketing turns out to have both positive and negative influences on companies, 2. Green marketing is expected to increase the income of companies that implement it, 3. The Green Marketing concept has a significant influence on particular sectors. It is hoped that this research can be used as material for consideration by companies wishing to implement the Green Marketing concept in their companies.

Keywords: Green Marketing, Revenue, Firm Value, Asia, Company

Global Supply Chain Management

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ABSTRACT

Global supply chain management involves the development of strategies, coordination, and oversight of the flow of commodities, services, information, and funds across borders around the globe. Research on Global supply chain management can help firms with efficient product transportation, reducing expenses, minimizing waste, timely supply, and adaptation to worldwide occurrences such as catastrophes and global events. The goal of this research is to understand how to reduce business costs by mitigating risks, improving efficiency, ensuring timely delivery, and ensuring the secure movement of raw materials and finished goods from the manufacturer and supplier to the retailer and other distribution points. Research findings on global supply chain management emphasize digital transformation, resilience, sustainability, and e-commerce impact. Companies invest in technologies like IoT, AI, and blockchain for improved visibility and efficiency. Global supply chain management is crucial for multinational companies to maximize profit and reduce waste. It involves operations, supply, coordination, competitor orientation, and customer orientation. Compliance with international laws and regulations, as well as managing supply-side and demand-side risks, is essential. Global supply chain management faces challenges like resilience, tech integration, sustainability, geopolitical risks, and e-commerce growth. Collaboration, talent development, and adaptability are vital for success in this evolving landscape.

Keywords: Data analytics, E-commerce growth, Flow of commodities, Global supply chain, Technology integration

The Influence of Employee Wellbeing Initiatives on Organizational Productivity

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ABSTRACT

This study aims to find the influence of customized employee wellbeing initiatives on organizational productivity. In the contemporary digital age, where knowledge-based industries such as technology, consulting, and education are at the vanguard of innovation, the significance of this research becomes apparent. These industries rely extensively on the intellectual prowess of their workforce, yet grapple with an array of novel challenges, including the relentless pace of connectivity and the emergence of remote work as a dominant paradigm. The overarching goal of this research endeavor is to unravel the intricate relationship between specialized employee well-being initiatives and the consequential impact on organizational productivity within these dynamic sectors. It aims to identify the strategies and interventions that effectively elevate employee well-being, thereby fostering a marked enhancement in organizational productivity. Employing a comprehensive mixed-methods approach, encompassing quantitative surveys and qualitative interviews with HR professionals and employees spanning diverse organizations, this study has several key findings. These findings shed light on specific well-being initiatives that wield a substantial and positive influence on employee productivity that 68.4% agree that its highly effective, 72.7% finds that employee training and development impacted organizations performance, illuminating the unique challenges posed by constant connectivity and remote work in the digital age. Furthermore, they furnish actionable recommendations catered to HR and business leaders, ultimately underscoring the transformative potential of anchoring HR practices in the profound interplay between employee well-being and organizational triumph.

Keywords: Knowledge-Based Industries, Employee Well-Being, Organizational Productivity, Specialized Initiatives, Challenges

Comparative Analysis of Tata Motors' Operational Strategies in India and Indonesia

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ABSTRACT

This research paper offers a thorough comparative analysis of Tata Motors' operational strategies in India and Indonesia. As a global automotive manufacturer, Tata Motors has adaptly tailored its working models to accommodate the distinctive dynamics of these two markets. The study investigates disparities in marketing tactics, target audience engagement, business models, financial performance, and market expansion strategies. The exploration of Tata Motors' marketing strategies underscores its ability to customize approaches to align with local cultures and consumer preferences, showcasing its adaptability. It also delves into the company's efforts to diversify consumer segments and stay responsive to evolving market trends. The research probes the nuances of the business models, shedding light on variations in manufacturing, distribution, and supply chain operations shaped by region-specific factors, government policies, and industry dynamics. In addition, the study scrutinizes key financial indicators, revenue streams, and cost structures, providing insights into Tata Motors' financial health in both the Indian and Indonesian markets. This research further unravels Tata Motors' impressive journey of market penetration in both countries, revealing the core elements contributing to its success, including strategic alliances, local partnerships, and innovative product offerings. By comparing these market entry strategies, the paper underscores the company's adaptability and ability to thrive in diverse market landscapes. This analysis contributes valuable insights for multinational corporations seeking to expand into distinct markets, drawing lessons from Tata Motors' strategies in India and Indonesia.

Keywords: Tata Motors, India, Indonesia, Operational Strategies, Marketing, Business Models, Financial Performance, Market Penetration



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