

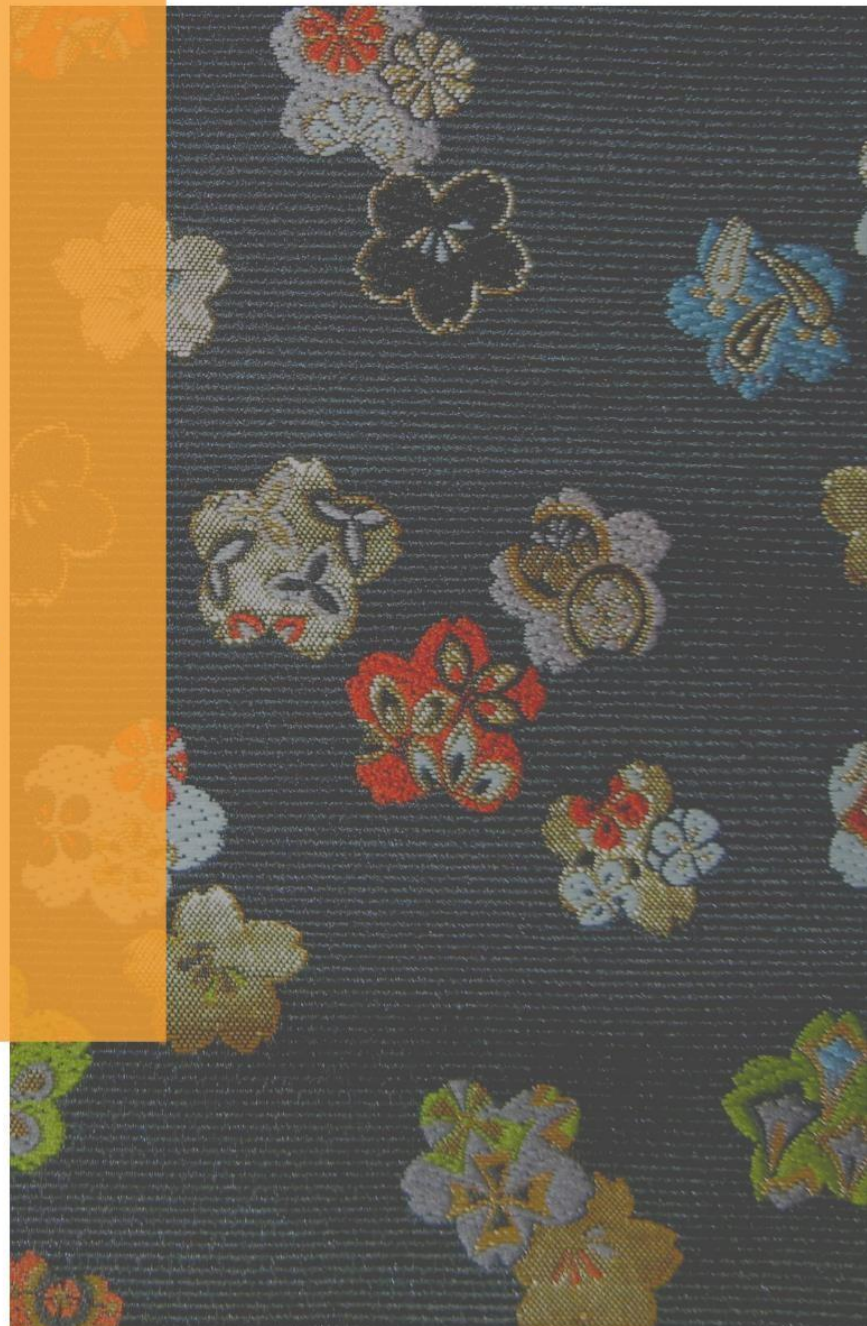


Book of Abstract
Conference Proceeding

●7th JIBM

Japan International
Business and Management
Research Conference

Virtual Conference
December 6, 2021



Supported by:



Book of Abstract Conference Proceeding

The 7th Japan International Business and Management Research Conference

Virtual Conference December 6, 2021



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The 7th Japan International Business and Management Research Conference

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FOREWORD





Research Synergy Foundation is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

Our Vision:

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

Our Mission:

First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

<https://www.researchsynergy.org/>

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Providence University

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to The 7th Japan International Business and Management Research Conference (7th JIBM) by Research Synergy Foundation as official partner held virtually on December 6, 2021.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Prameshwara Anggahegari

Conference Chair of 7th JIBM 2021

SESSION CHAIR



Dr. Prameshwara Anggahegari

SBM-ITB, Indonesia

Wara, as Prameshwara Anggahegari is known, is a lecturer in the School of Business and Management. She holds her Doctoral of Philosophy from Institut Teknologi Bandung, Indonesia. She teaches courses in social entrepreneurship, community project management, corporate social responsibility, and environmental management systems, all of which are closely related to her research interests in triple bottom line and blended values. She is also the Community Engagement Specialist at teras Hijau Project, an empowerment movement located in Indonesia. This movement attempts to decrease food insecurity in Bandung by promoting urban farming, which is driven by low-income housewives living in high-density areas. She also participates in numerous government initiatives as a member of the Social Expert Team. Under the Research Synergy Foundation, Wara is also the director of Reviewer Track, a hub for empowering other academicians and reviewers all around the world. Her current interest is about gender, social entrepreneurship and empowerment.

CONFERENCE PROGRAM

Virtual Conference | Monday, December 6, 2021

Time (UTC+7)	Activity
08.50- 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 – 09.05	Welcome Address
09.05 – 09.25	Global Research Ecosystem Introduction Ani Wahyu Rachmawati, S.Psi., MSM. <i>Founder & Publication Director of Research Synergy Foundation</i>
09.25 – 09.30	Group Photo Session
09.30 – 09.35	Preparation for Online Presentation
09.35 – 10.50	Online Presentation Session Session Chair: Dr. Prameshwara Anggahegari SBM-ITB, Indonesia
10.50 – 11.00	Open Research Discussion Session & Participant Testimonial
11.00 – 11.10	Closing and Post-conference information announcement

Track E-Business

Paper ID	Presenter	Paper Title
JIM21101	Zoubida SAMLAL	The Role of Trust in Consumer Adoption of Mobile Payment Systems in Morocco: Initial Review and Conceptual Model
JIM21113	Noneng Nurjanah	The Coffee Shop New Retail Business Model

Track Human Resources

Paper ID	Presenter	Paper Title
JIM21108	Amanda Setiorini	Learning Organization as A Way to Create Change Agents in Bojonegoro Regency

Track: E-Business



The Coffee Shop New Retail Business Model

Noneng Nurjanah¹, Dera Thorfiani²

^{1,2} Politeknik Pos Indonesia

Abstract

Background - *New retail is an innovative business model that combines online, and offline (O2O) shopping experiences (Alibaba Gorup 2018) is discovering to adapt to the digital transformation. Several factors that could affect consumer experience when shopping online include ease of accessing and using the web, Hedonic and Utilitarian Features, Convenience, personalization, social interaction, and compatibility on various devices.*

Purpose - *The study aims to measure the relationship between the new retail business model dimension: customer, convenience, and communication to customer experience. This research identifies the factors that influence the customer experience in the new retail business model; three hypotheses were built in this study, then tested.*

Design/methodology/approach - *The quantitative approach uses a partial least square (PLS) application to obtain the data and measure the impact of each dimension on the new retail concept. The population in this study is Starbucks consumers who have used all online-offline channels and are living in Bandung West Java.*

Findings - *Based on the research objectives, the conclusion from the research results is the establishment of a model that represents the relationship between consumer variables, convenience, communication, and customer experience. Based on the model validation results, consumers and communication are the factors that influence the customer experience in coffee shops online and offline in the new retail concept. The communication variable is the most significant variable that has a direct effect on customer experience.*

Research limitations - *The limitation in this study is the determination of the sample, which is still very limited, namely the sample who lives in the city of Bandung. The research will give better results if samples are testing different cities in Indonesia.*

Originality/value - *The novelty in this research will be explored to provide an overview of the effects of each dimension on the new retail business concept.*

Keywords : New Retail, Business Model, The Coffe Shop

Track: Human Resources



Learning Organization as A Way to Create Change Agents in Bojonegoro Regency

Amanda Setiorini¹, Dedi Purwana², Tuty Sariwulan³

^{1,2,3} Universitas Negeri Jakarta

Abstract

Background - *From one of the poorest regencies in Jawa Timur Province, Bojonegoro has stepped out and being recognized by The United Nations Sustainable Development Solutions Network as one of the regencies with Sustainable Development Initiative in 2013. To have such a huge transformation from a regency far away from the center of governance, Bojonegoro need change agents, that is: people who initiate and guide the process of transformation, and helping people change*

Purpose - *This research aims to understand how to develop change agents in public sector organization, that is the district government of Bojonegoro.*

Design/methodology/approach - *This research is conducted with qualitative methodology and using phenomenology paradigm as the framework, because we need to reduce individual experience of change agent phenomena to descriptions of universal essences. This is important to find a way about how to develop change agents in public sector organization.*

Findings - *Several themes arise through NVivo coding. The themes are willingness to learn, distribution of authority/duties/roles, willingness to be cleaner and/or better, and paying attention to younger generation. But for these methods to be effective, a foundation is needed, namely a learning organization that is grown with a holistic leadership approach. The result is quite fascinating, that we do not develop change agents. Otherwise, we need to prepare a fertile ground called holistic leadership to make them grow by themselves.*

Research limitations - *The uniqueness of Bojonegoro held its limitation, so this findings cannot be applied directly into another district. We cannot directly copy what Bojonegoro district has successfully done, because in developing change agents, we need to consider every district SWOT to make the fertile ground.*

Originality/value - *With this finding, we hope that other district in Indonesia can find their unique way to create change agents, regarding their own environment specialty.*

Keywords : change agent, leadership, bureaucracy, public sector organization, phenomenology



FUTURE EVENT

December 14 - 15, 2021 | Virtual Conference

The International Halal Science and Technology Conference 2021 (IHSATEC):
14th Halal Science and Business (HASIB) <https://www.ihsatec.com>

February 14, 2022 | Virtual Conference

International Conference on Multidisciplinary Research for Sustainable Innovation
(ICMRSI) <https://icmrsi.com>

March 8, 2022 | Virtual Conference

International Conference on Teaching and Science Education (4th ICTASE) <http://ictase.com/>

April 14, 2022 | Virtual Conference

International Conference on Entrepreneurship Studies, Business, Economy, and
Management Science (6th ESBEM) <http://esbem.com/>

April 22-23, 2022 | Virtual Conference

International Conference on Industrial and Systems Engineering, Technology, Innovation,
and Management (ICISSETIM) <https://icisetim.com>

May 5, 2022 | Virtual Conference

International Conference on Management Studies and Social Science (7th MASOS)
<http://www.masosconference.com/>

May 31, 2022 | Virtual Conference

Japan International Conference on Business, Management Studies and Social Science (8th
JIBUMS) <https://www.jibums.com/>

July 14, 2022 | Virtual Conference

International Conference on Islamic Education Studies and Social Science (4th ICISS)

<http://www.icissconference.com/>

July 28, 2022 | Virtual Conference

International Conference on Management, Education, and Social Science (3rd MESS)

<http://messconference.com/>

August 11, 2022 | Virtual Conference

International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (6th IBEMS)

<https://www.ibemsconference.com/>

August 30, 2022 | Virtual Conference

International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy (8th BEMSS) <http://www.bemssconference.com/>

September 14, 2022 | Virtual Conference

International Conference on Language, Education and Teaching Research (2nd ICLET)

<http://www.icletconference.com/>

October 4, 2022 | Virtual Conference

Singapore International Conference on Management, Business, Economic and Social Science (8th SIMBES) <http://www.simbesconference.com/>

November 8, 2022 | Virtual Conference

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (7th RESBUS) <http://resbusconference.com/>

December 6, 2022 | Virtual Conference

Japan International Business and Management Research Conference (8th JIBM)

<http://www.jibmconference.com/>

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