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5th SIMBES

5th Singapore International Conference on
Management, Business, Economic and Social Science

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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

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ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 5th Singapore International Conference on Management, Business, Economic, and Social Science (5th SIMBES) by Research Synergy Foundation and Scholarvein as official partner held on February 11, 2020 at Aqueen Hotel Paya Lebar, Singapore.

The aim of Conference is to provide an opportunity for academicians and professionals from various Business, Management, economic and Social Science related fields from all over the world to come together and learn from each other. 5th SIMBES 2020 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

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

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of 5th SIMBES 2020

CONFERENCE PROGRAM

Day 01- Tuesday | February 11, 2020
Venue : Rooftop Function Room, 12th Floor
Aqueen Hotel Paya Lebar – Singapore

Time	Activity
09.00 - 09.30	Welcome Reception and Registration
09.30 - 09.35	Opening Address Mrs. Ani Wahyu Rachmawati, MSM Founder & Publication Director of Research Synergy Foundation
09.35 - 09.45	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Founder & Chairman of Research Synergy Foundation
09.45 - 10.00	Group Photo Session, Morning Tea and Grand Networking
10.00 - 13.00	Parallel Session
13.00 - 14.00	Lunch and Closing Ceremony

Day 1

Tuesday, February 11, 2020

Track Business Administration And Management,
Human Resource Development, Management
Science, Political Science, and Business
Economic

Room Afifi

Session 1 : 10.00 – 13.00

Session Chair : Dr. Hendrati Dwi Mulyaningsih

Paper ID	Author	Media	Paper Title
SMB20104	Daniel Andersen Thes	Oral Presentation	Dentint New Product Development Process for Hospitality Industry in Regards To Regulation and Sustainability (Case Study: Grand Mercure Hotel)
SMB20105	Oktaveana Sugiarti Tjitrohartoko	Oral Presentation	Applying Importance Performance Analysis to Assess Customer Satisfaction: Mass Rapid Transportation in Indonesia
SMB20103	Abel Tedjamulja	Oral Presentation	Proposed A New Competencies and Leadership Development Program for PT. Telekomunikasi Indonesia Tbk.
SMB20113	Randy Kurniawan	Oral Presentation	The Impact of Balanced Agile Project Management on Firm Business Performance: The Mediating Role of Market Orientation and Strategic Agility
SMB20107	Yusuf Wibisono	Oral Presentation	Pancasila as Ideology: Values and Practices in Indonesia
SMB20119	Cecep Safaatul Barkah	Oral Presentation	Finding Sustainable Competitive Advantages for Small Enterprise: Proposed Strategy to Compete in Modern Shopping Mall
SMB20101	Chen Jiao Liu	Virtual Presentation	Research and Discussion on Factors Affecting College Students' Employment (a Case Study of China)
SMB20116	Erika Nurmartiani	Virtual Presentation	The Effect of Partnership Marketing Strategy on The Trust of Indihome Customer in West Java

Track: Political science

Pancasila as Ideology: Values and Practices in Indonesia

Ramlan Siregar¹, El Amry Bermawi Putera², Zainul Djumadin³,
Yusuf Wibisono⁴

^{1,2,3,4}Universitas Nasional

Abstract

Background - *To lay the foundations of modern society, the Indonesian people not only absorbed the influx of capital, technology, science, and skills but also carried over into the socio-political values derived from the cultures of other nations.*

Purpose - *The purpose of this research is to see the extent to which the conditions of values and practice of Pancasila exist in society in the era of globalization. The method used in this study is a combination method, a research method that uses quantitative and qualitative methods simultaneously.*

Design/methodology/approach - *Data collection using this questionnaire taken because the number of research samples is relatively large, so with the questionnaire. The sampling technique used in this study is a simple random sampling. Data analysis in this study uses the help of Qualitative Data Analysis (QDA) Nvivo 10 software for the coding process.*

Findings - *The nation and people of Indonesia now seem not to know themselves so that the culture or values from the outside, both appropriate and not appropriate, are absorbed roundly.*

Research limitations - *Pancasila will assess which values can be absorbed to suit the values of Pancasila itself.*

Originality/value - *Values that come from outside immediately considered good, while the noble values of the nation that have embedded for a long time in the hearts of the people are considered obsolete. In such conditions, once again the role of the Pancasila as a view of life and the basis of the state plays an important role.*

Keywords : Actualization, Appreciation, Cognition, Socio-Cultural, Perception

**Track: Business administration and
management**

Research and Discussion on Factors Affecting College Students' Employment (A Case Study of China)

Chen Jiao Liu¹, K. Ramanathan Kalimuthu²

^{1,2}Limkokwing University of Creative Technology

Abstract

Background - *The College Entrance Examination is a unique talent selection system in China. On the one hand, it follows the imperial examination system initiated in the first year of the Sui Dynasty (605). On the one hand, it combines the model and means of the Western school examination system introduced by the Qing Dynasty (1905). It is an important symbol of modern education. In 1952, China established the National Unified College Admission System, referred to as the College Entrance Examination. China expansion of colleges and universities since 1999. The number of colleges and universities, the admission rate of college students, and the number of admissions have all risen sharply. By the end of 2019, the number of college entrance examinations reached 10.31 million. The number of current college entrance examinations has increased by more than 28 times compared with the number of people who resumed the first year of college entrance examinations..*

Purpose - *The employment competition that comes with it and the number of college graduates who cannot get full employment is huge. Therefore, how to solve the employment problem of college students is a very important issue in the current issue of Chinese people.*

Design/methodology/approach - *We quantify the variables through document research method, comparative analysis, survey research. Statistical software SPSS2 was used to analyze the data collected by the survey, descriptive statistical analysis of the variables, and the reliability and validity of the variables were tested. The structural equation model was constructed according to the theoretical variables, and the path diagram of the variable relationship was made. The SMART-PLS software was used. The model was validated and the results were analyzed using fitted indicators.*

Findings - *Employment system (hereinafter referred to as ES), higher education (hereinafter referred to as HE), employment expectation (hereinafter referred to as EE), government intervention (hereinafter referred to as GF) as the impact factor, the highest impact on college students' employment*

Research limitations - *1. Data coverage can also increase if we increase the power of the entire research team. 2. The inductive factors are limited by the factors that have been proposed in the Chinese research network platform and have been verified, and there is a possibility of incompleteness.*

Originality/value - *Employment system, higher education, employment expectations, government intervention and employment rate of Chinese college students are supported by data.*

Keywords : Chinese college students, employment rate, Impact factor

***Dentint* New Product Development Process for Hospitality Industry in Regards To Regulation and Sustainability (Case Study: Grand Mercure Hotel)**

Daniel Andersen Thes¹, Leo Aldianto²

^{1,2}School Business of Management Institut Teknologi Bandung

Abstract

Background - *An entrepreneur has characteristics to solving human nature problems and by their capability convert the solution to become products (goods or services) which can be transformed into economic value. Indonesia is the second-largest country after china producing plastics waste, where the items are crackle bags, bottles, and packaging from personal care. In this case, Dentint took Accor Group as a market leader in hospitality and accomodation industry in the world who simultaneously realized about waste reduction for their sustainability. Grand Mercure hotel which one of their subsidiary companies in Indonesia has a value of concern localized culture to generate revenue.*

Purpose - *Dentint came up become solution as a brand of eco-green personal care product specialized in dental care products which have superiority low price, innovative but still maintaining customer behavior.*

Design/methodology/approach - *Dentint form corporation using business model bait&hook, subscription, and contract which offering solutions in business value, waste management, cost-saving, and new ecosystem in the hospitality industry regarding regulation and sustainability.*

Findings - *The utilization of personal care in a hotel is the second largest turnover after food and beverage. Aside from that, it can increase customer new satisfaction and pride because personal care product is the second aspect which customer can feel using their five scents. Dentint products answer almost every aspect that the hotel needed. Dentint offering replaceable-head toothbrush and non-plastic tube toothpaste. There is no limit to apply the concept to every personal care product such as shampoo, bath soap, conditioner, etc. Every Dentint customer should have a mindset of investing assets to reducing cost in the longterm period. Moreover, it can generate new revenue streams to sell merchandise.*

Research limitations - *Because of the issues are about the environment and plastic usage, and the purpose of this research is creating a product related to reduce, reuse, and recreates something to decrease plastic usage. If the solution is shaped to become good and something never created before, the product limitation is stopped to the prototype stage.*

Originality/value - restore existing product back to natural ingredients in a way using eco-friendly material and reusable concept, but still maintaining quality, customer behavior, and modern design.

Keywords : Waste Reduction, Business Model Innovation, New Product Development, Eco-friendly product, Sustainability.

Applying Importance Performance Analysis to Assess Customer Satisfaction: Mass Rapid Transportation in Indonesia

Oktaveana Sugiarti Tjitrohartoko¹, Trisha Gilang Saraswati²

^{1,2}Telkom University

Abstract

Background - DKI Jakarta, which is the capital city of Indonesia is city with a traffic jam number 7 in the world. Therefore, the government provides mass transportation solutions in the form of Mass Rapid Transportation with hope that it can unravel congestion and become a safe and comfortable transportation for the society. However, in fact there are still many complaints about the services provided by the Mass Rapid Transportation and affect customer satisfaction.

Purpose - The purpose of this study is to demonstrate importance performance analysis as a decision making tools for transportation industry in term of customer satisfaction and to assess the performance of mass rapid transportation in performing their services to satisfy their customers.

Design/methodology/approach - Importance Performance Analysis were used to measure the level of customer satisfaction through measurements of customer expectation and reality. The sample of 100 respondents were obtained based on the sampling criteria which is only people who have used Mass Rapid Transportation in Indonesia at least one time that can fill the questionnaire.

Findings - Importance Performance Analysis (IPA) in this study successfully identified each attribute on customer satisfaction. Researcher aware that the impact of an attribute is significantly varied with the different levels of performance on each attribute. By using IPA, the company of Mass Rapid Transportation in Indonesia can map what needs to be improved, to be maintained, to be kept and to be reduced as an effort to increase customer satisfaction.

Research limitations - The main limitations of this study are that it was based on transportation industry especially mass rapid transportation and that purposive sampling was used, however its methodology and results are valid for variances transportation industry and provide a solid basis for a future research.

Originality/value - Importance Performance Analysis methodology taken by this study to improve customer satisfaction in transportation industry to keep considering the needs and won of transportation's customer.

Keywords : customer satisfaction, importance performance analysis, mass rapid transportation

Finding Sustainable Competitive Advantages for Small Enterprise: Proposed Strategy to Compete in Modern Shopping Mall

Cecep Safaatul Barkah¹, Harimukti Wandebori², Healthy Nirmalasari³

¹Universitas Padjadjaran,²Business And Management School, Bandung Institute Technology,³Business Administration Department, Universitas Padjadjaran

Abstract

Background - *Modern shopping mall always identified with market place for national and international brands. DEFSTIG is a small enterprise, a local brand for leather store that sells apparel stuff and tried to compete with bigger enterprise at the modern shopping mall.*

Purpose *Formulating strategy for small enterprise that compete with national and international brands in modern shopping mall through internal based resources analysis, sustainable competitive advantages (SCA).*

Design/methodology/approach - *This research uses case study method of DEFSTIG leather store, as one of small enterprise that should compete with national and international brand in modern shopping mall in Bandung, Indonesia that obtained by study literature and internet research through journals, related books and articles.*

Findings - *The results of this research stated that: DEFSTIG has several sources that could be used as sustainable competitive advantages (SCA) such as: consignment system with supplier, good relationship with suppliers, human capital of the owners, good innovation that showed point of difference, good relationship with PVJ's management and bargained price as a culture of store. Some of functional business strategy that formulated dominated by internal environment analysis that more significant than external environment.*

Research limitations - *The limitation of this research was using small enterprise who just had operated the business for one year once research had been started.*

Originality/value - *Finding functional business strategy for small enterprise which tried to compete with national and international brand at modern shopping mall.*

Keywords : Small Enterprise, Sustainable Competitive Advantage (SCA), Strategy

Track: Human resource development

Proposed A New Competencies and Leadership Development Program for PT. Telekomunikasi Indonesia Tbk.

Abel Tedjamulja¹, Aurik Gustomo², Donald Crestofel Lantu³,
M. Yorga Permana⁴

^{1,2,3,4}School of Business Management, Bandung Institute of Technology

Abstract

Background - *Digital transformation has now disrupted the way companies run their business, including Information Communication Technology (ICT) industry. In dealing with this transformation, companies need to adjust to their method of managing their human capital. Adjusting competencies and leadership development programs are needed and expected to be a solution to be prepared, to deal with, handle and manage these changes properly. This study aims to have new sets of competency and new forms or an improvement for the Leadership Development Program. This research did a literature review for searching the best fit competencies for future leaders, and what kind of training and development which able to increase employee's performances. The new formulation of competency and leadership development program in this research enables employees to increase Human Capital readiness and improve their performance towards overall outcomes. This research proposed a new set of competencies especially leadership competencies which escalating employee quality and performances, and how leadership development could be improved.*

Purpose - *1. To find what competencies are needed to overcome future challenges. 2. To design a proper leadership development program and how to implement it.*

Design/methodology/approach - *This research is started from the business issues obtained from the principal of Telkom Corporate University (TCU) principals. After this research obtained the business issues, this research held a Focus Group Discussion (FGD) to have better exposure. It is continued with collecting primary data obtained from the company itself, FGD, observation, and other supporting data such as a report on the training programs. This research also did a literature review and benchmarked from the best practice on both issues (designing competency and Leadership Development Program) in order to find the best solution. After studied both existing competency and LDP, also looked into many literature reviews and other company's best practices, the research came up with a solution. The solution is not final yet. The final FGD is still conducted to discuss the solutions that this research is proposed. After this final FGD, some improvement in the proposal is revised, and finally, this research had a final proposed solution.*

Findings - *New sets of competencies, and new design of Leadership Development Program.*

Research limitations - *The research is only for redesigning a company's competencies and leadership development program according to requirements from TCU Principals.*

Originality/value - *To find a solutions on how company's could design proper competencies to confront today's and future challenges, and also designing a more favorable LDP program for today's employees.*

Keywords : digital transformation, talent, competency, leadership development program

Track: Management science

The Impact of Balanced Agile Project Management on Firm Business Performance: The Mediating Role of Market Orientation and Strategic Agility

Randy Kurniawan¹, Dyah Budiastuti², Mohammad Hamsal³,
Wibowo Kosasih⁴,

^{1,2,3,4}Bina Nusantara University

Abstract

Background - *Agile project management becomes increasingly crucial in responding to customer requirements of today's dynamics market.*

Purpose - *This study examines the impact of balanced agile project management (balanced APM) on firm business performance through the mediating role of market orientation and strategic agility of medium and large telecommunication technology providers in Indonesia.*

Design/methodology/approach - *Research data were collected using simple random sampling technique from the executive management of the company via a questionnaire survey to obtain 150 valid questionnaires for analysis using structural equation modeling with LISREL*

Findings - *The results indicate that market orientation fully mediates the link between balanced APM and strategic agility. The results also identify that market orientation and strategic agility have positive and significant impacts on firm business performance, and the impact of strategic agility is stronger.*

Research limitations - *The choice of a single telecommunication industry in a single country, Indonesia, provides a limitation on external validity. It is therefore suggested to extend the research efforts to other industry sectors in multi-country environments.*

Originality/value - *The study extends the knowledge about agile project management by embracing balancing control enforcement and tests it empirically. This study also reconceptualizes strategic agility to embrace business partner switching capability and market orientation to embrace the inter-partner coordination dimension.*

Keywords : balanced agile project management, market orientation, strategic agility, firm business performance, telecommunication

Track: Business economic

The Effect of Partnership Marketing Strategy on The Trust of Indihome Customer in West Java

Erika nurmartiani¹

¹Universitas Padjadjaran

Abstract

Background - *IndiHome's product from PT Telkom Indonesia has the advantage in offering more services than its competitors, but it has decreased customer trust that seen from the increasing churn during 2016 that continued until 2017. The number of subscribers decreased throughout 2016. Similarly, the number of new pairs fluctuates in 2015 and 2016. Meanwhile, in 2017 did not show a graph of the increase in the number of new pairs, but fluctuated, despite a sharp jump from 20,360 in November to 34,424 subscribers in December 2017*

Purpose - *this study aims to examine the effect of partnership marketing strategy on IndiHome customer trust in West Java.*

Design/methodology/approach - *The research is conducted by using quantitative method.*

Findings - *the results of this study provide implications to the management of PT Telkom as a reference in an effort to increase customer trust through an efforts to formulate appropriate partnership marketing strategy.*

Research limitations - *So population in this research is IndiHome customer in Bandung, and sample size was taken randomly as many as 50 customers taken in a number of IndiHome service plaza scattered in the city of Bandung.*

Originality/value - *effect of partnership marketing strategy on IndiHome customer trust in West Java.*

Keywords : partnership marketing strategy, customer trust, IndiHome

FUTURE EVENTS

February 25, 2020 in Bandung, Indonesia
International Conference on Creative Economy and Sustainable Tourism (ICEST)

<http://icestconference.com>

March 10, 2020 in Seoul, South Korea
5th Korea International Conference on Humanities, Social Science and Business Studies (KIBSS)

<http://www.kibssconference.com>

March 19, 2020 in Bali, Indonesia
4th International conference on Interdisciplinary Research on Education, Economic studies, Business and social science (RESBUS)

<http://resbusconference.com/>

March 26, 2020 in Tokyo, Japan
5th Japan International Business and Management Research Conference (JIBM)

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

April 14, 2020 in Bangkok, Thailand
2nd International Conference on Language, Education, and Teaching Research (ICLET)

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

April 29, 2020 in Istanbul, Turkey
2nd International Conference on Islamic Education Studies and Social Science (ICISS)

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

June 29, 2020 in Kuala Lumpur, Malaysia
5th International Conference on Management Studies and Social Science (MASOS)

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

July 1, 2020 in New Delhi, India
5th International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS)

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

July 13, 2020 in Tokyo, Japan
6th Japan International Conference on Business, Management Studies and Social Science (JIBUMS)

<http://www.jibums.com>

August 25, 2020 in Colombo, Sri Lanka
2nd International Conference on Teaching and Science Education (ICTASE)

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

August 27-28, 2020 in Bali, Indonesia
International Symposium on Applied Structural Equation Modeling and
Methodological Matters (ISASEM)
<http://www.isasem.com/>

September 2, 2020 in Singapore, Singapore
6th Singapore International Conference on Management, Business, Economic
and Social Science (SIMBES)
<http://www.simbesconference.com>

September 3, 2020 in Banjarmasin, Indonesia
Politala International Conference on Interdisciplinary Research on
Engineering and Social Science (1st PICIRES)
<http://www.picires.com>

September 15, 2020 in Shanghai, China
5th International conference on Interdisciplinary Research on Education,
Economic studies, Business and social science (RESBUS)
<http://resbusconference.com/>

October 5, 2020 in Kuala Lumpur, Malaysia
4th International Conference on Entrepreneurship studies, Business,
Economy, and Management Science (ESBEM)
<http://esbem.com>

October 14, 2020 in Ambon, Indonesia
IC of Science Management Art Research Technology (IC-SMART)
<http://icsmartconference.com>

November 10, 2020 in Dubai, United Arab Emirates
4th International Conference on Interdisciplinary in Business, Economy,
Management, and Social Studies (IBEMS)
<http://www.ibemsconference.com/>

November 16, 2020 in Tokyo, Japan
6th Japan International Business and Management Research Conference
(JIBM)
<http://www.jibmconference.com/>

November 25, 2020 in Beni Suef, Egypt
International Conference on Innovation and Engineering Research (ICIER)
<http://www.icierconference.com>

December 2, 2020 in Malaka, Malaysia
6th International Conference on Business, Economy, Management and Social
Studies towards Sustainable Economy (BEMSS)
<http://www.bemssconference.com/>

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