

# IMW

# 2024



"INNOVATION FOR THE PLANET:  
BRIDGING TECHNOLOGY AND  
SUSTAINABILITY

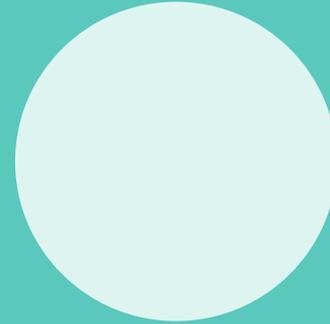
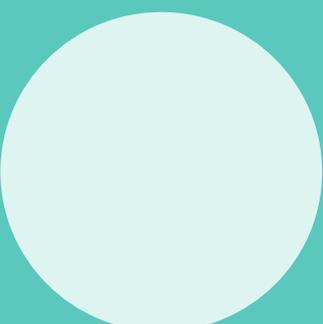
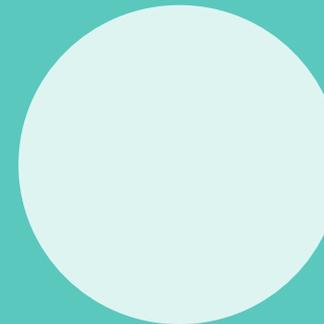
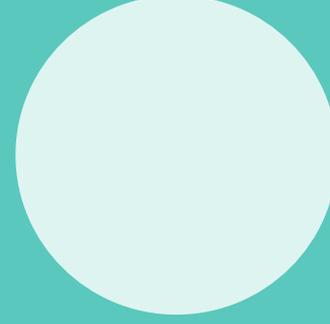
INTERNATIONAL MANAGEMENT WEEK 2024

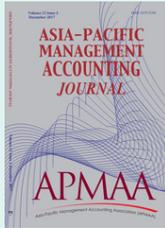
OCT 28-NOV 01, 2024

MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS  
UNIVERSITAS SARJANAWIYATA TAMANSISWA  
THE SPECIAL REGION OF YOGYAKARTA - INDONESIA

# PARTNERS OF IMW 2024







# PREFACE

**Dear Esteemed Partners and Colleagues,**

I am honored to extend my heartfelt appreciation to each of you for the remarkable support and enthusiasm you demonstrated during International Management Week (IMW) 2023. A special note of gratitude goes to the Rector of Universitas Sarjanawiyata Tamansiswa (UST) for granting us this invaluable opportunity and to the dedicated committees whose tireless efforts were instrumental in making the event a resounding success.

International Management Week is much more than a mere annual gathering; it is a transformative experience that celebrates and propels academic excellence, pioneering research, and meaningful community engagement across Southeast Asia and beyond. This prestigious event provides a dynamic platform where groundbreaking research is shared, students showcase their business acumen, and innovative partnerships between universities and communities are forged. IMW also offers a unique opportunity to deepen our cross-cultural understanding and strengthen global collaborations, which are essential in today's interconnected world.

As we look forward to IMW 2024, we are excited to focus on the theme of "INNOVATION FOR THE PLANET: BRIDGING TECHNOLOGY AND SUSTAINABILITY." This theme underscores the critical importance of integrating technological advancements with environmental stewardship to address the pressing challenges of climate change, foster economic growth, and enhance overall quality of life. By advancing green technologies and supporting a circular economy, we aim to create a sustainable and resilient future for generations to come.

Your continued support is crucial as we prepare for this next chapter of IMW, and I am confident that, together, we can achieve extraordinary success with IMW 2024. Your unwavering commitment and enthusiasm are deeply valued, and I look forward to collaborating with you to make this upcoming event a landmark occasion.

Thank you once again for your dedication and support. Let us unite our efforts to make IMW 2024 an unforgettable milestone.

Warmest regards,

Nonik Kusuma Ningrum, S.E., M.Sc.

Chief of Management Study Program

# ABOUT IMW

International Management Week (IMW) is an exciting annual event that brings together universities from Southeast Asia and neighboring regions for a week of dynamic learning, innovation, and cultural exchange. Hosted by the Management Study Program at the Faculty of Economics, Universitas Sarjanawiyata Tamansiswa in Yogyakarta, Indonesia, IMW creates a vibrant atmosphere where cutting-edge ideas are shared, impactful research is celebrated, and global connections are forged. It's the perfect opportunity for students, scholars, and professionals to collaborate and inspire each other in the evolving field of management.

## Multiple ways organization can benefit from this event

- **A Venue for Sharing Knowledge Internationally.** International Management Week (IMW) offers an esteemed platform for presenting and exchanging advanced insights in management and business on a global stage. This distinguished event attracts a diverse audience of academics, professionals, and students, fostering valuable discussions and collaborations on pioneering research, innovative strategies, and best practices.
- **Opportunities for Students to Develop Skills.** IMW provides students with a dynamic environment to enhance their problem-solving abilities and practical skills. Through interactive workshops, real-world challenges, and competitive events, students are encouraged to apply their knowledge, address complex issues, and achieve specific objectives, thus bridging the gap between theoretical learning and professional application.
- **A Space to Promote Community-University Partnerships.** The event serves as a catalyst for cultivating meaningful partnerships between academic institutions and local communities. IMW creates a collaborative space for joint projects addressing critical social and economic issues, thereby contributing to community development and offering students valuable opportunities to engage in impactful initiatives.
- **A Hub for Improving International Cross-Cultural Understanding.** IMW functions as a vibrant hub for enhancing international cross-cultural understanding. By assembling participants from diverse cultural and professional backgrounds, the event fosters mutual learning and respect. Through a range of sessions and interactive activities, attendees gain crucial insights into various cultural perspectives, which are essential for navigating the global business landscape.
- **A Window to Strengthen National and Global Cooperation.** IMW acts as a strategic window for advancing both national and global cooperation. It provides opportunities for universities and institutions, particularly within ASEAN and neighboring regions, to build and reinforce collaborative networks. Participants can establish and strengthen partnerships, share knowledge, and work collectively towards common goals, contributing to a more integrated and cooperative academic and business environment.

# OCTOBER 28- NOVEMBER 01, 2024

**28**  
OCT

**SPORTS &  
E-SPORTS  
COMPETITION**

**29**  
OCT

**SPORTS &  
COMMUNITY  
SERVICES**

**30**  
OCT

**THE 3RD IBCC &  
THE 2ND VISS**

**31**  
OCT

**THE 3RD ICOMB &  
THE 3RD ISOCSP**

**01**  
NOV

**CULTURAL EXCHANGE, CITY  
TOUR, & NETWORKING  
DINNER**



# SPORT COMPETITION



October 28,  
2024



- Faculty of Economics
- Sport Hall





## E-SPORTS COMPETITION

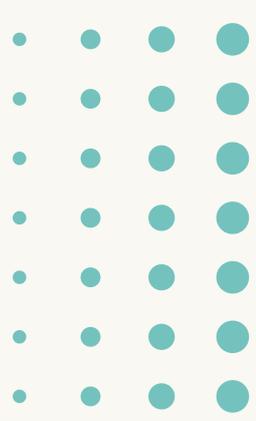
Esports provides a range of benefits beyond gaming, enhancing strategic thinking, reflexes, and teamwork that are valuable in all areas of life. It

opens diverse career opportunities, from professional gaming to coaching and content creation, and fosters a global community of fans and players. Additionally, esports promotes cognitive growth, offers educational scholarships, and drives economic growth through major tournaments, sponsorships, and a thriving media presence.

## SPORT COMPETITION

Sports deliver numerous benefits by improving physical fitness, boosting mood, and reducing stress. They cultivate essential social skills through teamwork, promote discipline, and enhance time management. Achieving goals in sports not only builds confidence but also sharpens cognitive skills such as strategic thinking and problem-solving. Additionally, sports foster community unity and contribute to economic growth by creating jobs and attracting tourism, making them a significant force for personal enrichment and societal advancement.

# INTERNATIONAL COMMUNITY SERVICES



Tuesday,  
October 29,  
2024



Kalurahan Wareng,  
Kapanewon Wonosari,  
Kabupaten Gunung Kidul

## CIRCULAR ECONOMY



Community Services Theme:

# WASTE REDUCTION AND GREEN SPACE



## GOING ZERO WASTE

Imagine a world where every piece of waste we create is reused, repurposed, or recycled—where our oceans are free from plastic, our landfills are shrinking, and our natural resources are preserved for future generations. By embracing zero waste, we have the power to turn this vision into reality, transforming our communities into thriving, sustainable havens and leaving a lasting legacy of environmental stewardship and innovation.

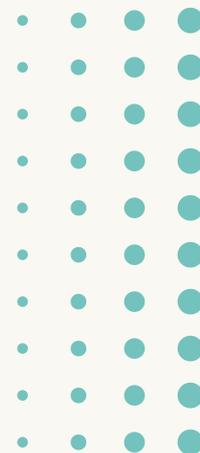
## FRUITS, TREE, RIVER

Planting fruits and trees along rivers not only combats erosion and filters pollutants, but it also creates lush, vibrant ecosystems that attract wildlife and provide shade and cooling for riverbanks.

These green spaces offer us bountiful harvests and scenic beauty while helping to sustain the health of our waterways and the communities that rely on them.



# THE 3RD INTERNATIONAL BUSINESS CASE COMPETITION



Wednesday,  
October 30,  
2024



- Ki Sarino Room, Faculty of Economics Campus
- Zoom Meeting



## ABOUT

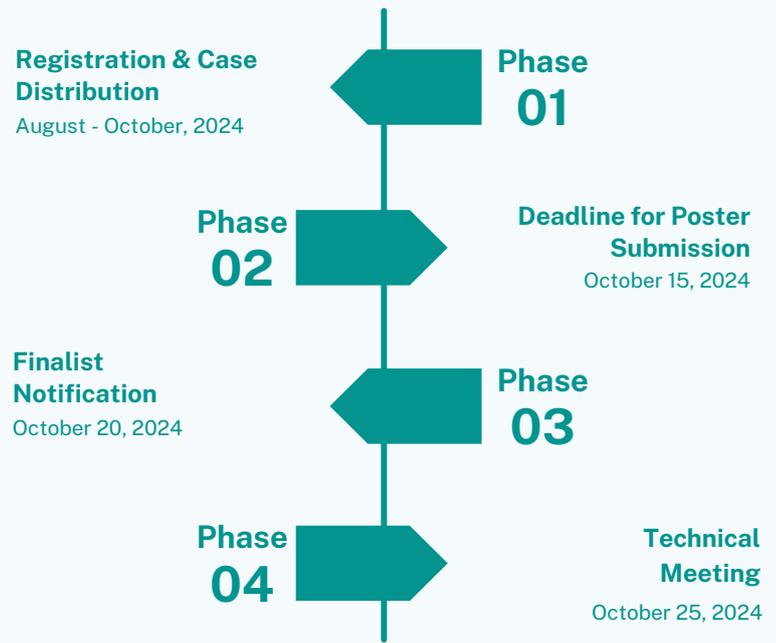
### The 3rd International Business Case

**Competition** challenges undergraduates to refine their problem-solving and strategic skills by tackling real-world dilemmas faced by eco-friendly small and medium enterprises. Students will innovate solutions to pressing sustainability issues, aiming to make a significant impact in green business practices.

## THEME

**Integrating technology with the Triple Bottom Line—profit, people, and planet—** enables businesses to achieve sustainable success. Data analytics, AI, and automation boost financial growth, while tech improves workplace conditions, diversity, and community engagement. Smart grids, renewable energy, and waste reduction technologies reduce environmental impact. Leveraging these advancements helps balance economic, social, and environmental goals for long-term success.

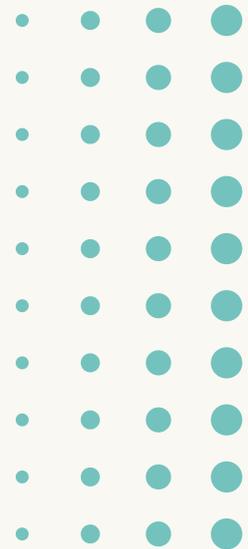
## Timeline



## REQUIREMENTS

- Registered as participants,
- Active undergraduate students,
- One team consists of three students from any major. However, it must be from the same university,
- Each university can send more than one team,
- Each participant is only allowed to represent one team,
- Participants must be interested in business studies, particularly in small and medium enterprises,
- Wear National Costume,
- Jury's decision is final

# THE 2ND VIRTUAL INTERCULTURAL SHARING SESSION



Wednesday,  
October 30,  
2024



- Ki Hadjar Dewantara Room,  
Faculty of Economics  
Campus
- Zoom Meeting



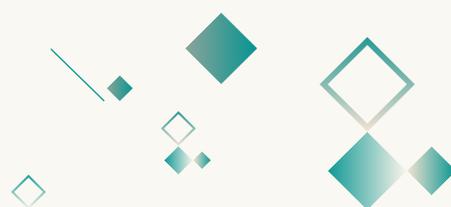


## ABOUT THE 2ND VISS

Intercultural understanding is crucial to fosters effective communication, reduces conflicts, and enhances collaboration across diverse groups. By appreciating different cultural perspectives, individuals and organizations can build stronger relationships, leverage diverse viewpoints, and navigate global challenges more adeptly.

## ABOUT

**Digital Natives and E-Commerce Adoption** investigates how individuals who have grown up with digital technology engage with e-commerce. It highlights their unique behaviors, preferences for online shopping, and how their tech-savvy nature influences their adoption of e-commerce platforms. The theme also explores the impact of these behaviors on e-commerce innovations and business strategies.



# THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT AND BUSINESS (ICOMB)



Thursday,  
October 31,  
2024



- Gaia Cosmo Hotel, Special Region of Yogyakarta, Indonesia
- Zoom Meeting





## THEME

**Greening Business: Integrating Sustainability and Technology** challenges businesses to merge environmental sustainability with advanced technology. It covers strategies for efficient resource use, waste reduction, and leveraging innovations like renewable energy and AI. The theme features case studies and emerging trends, demonstrating how this integration enhances both environmental responsibility and competitive advantage.

## ABOUT

**The 3rd International Conference on Management and Business (ICoMB)** is a key platform for leading experts to showcase and evaluate advanced research. It encourages high-level discussions, shares innovative practices, and strengthens global connections, aiming to advance the field of management and business.

The 3rd ICoMB Theme:

## Greening Business: Integrating Sustainability and Technology

The 3rd ICoMB Sub Theme:

### Marketing Management:

- Consumer Behavior,
- Digital Marketing,
- Green Marketing
- Brand Management,
- Customer Network,
- Tourism
- Halal Product

### Financial Management:

- Banking & Investment,
- Financial Technology,
- Green Financing,
- Sharia Business,
- Block Chain Technology
- Behavioral Finance

### Human Resources Management:

- Leadership & Talent Management,
- Cloud Management,
- Green Human Resource,
- Organizational Change & Learning
- Digital Talent
- HRM and Open Innovation

### Strategic Management:

- Visioning Industrial and Corporate Level Strategy,
- Green Strategy,
- Corporate Governance & Dynamics Capability,

### Entrepreneurship:

- Small and Medium Enterprises,
- Techno-preneurship,
- Socio-preneurship
- Family Business,
- Sharia Business,

### Economics:

- Public Policy for National & Regional Area,
- Creative Economy,
- Circular Economy,
- Digital Economy.

## Timeline

**Registration & Paper Submission**

August - October 10, 2024

**Phase 01**

**Phase 02**

**Notification for Acceptance**

October 20, 2024

**Deadline for Payment**

October 20, 2024

**Phase 03**

**Phase 04**

**Conference Date**

October 31, 2024

The accepted paper will be published in Atlantis Press proceedings by Springer Nature, as well as in esteemed national and international journals.

# Guideline for Article Submission

## General Guidelines

- Submit the articles to this link page <https://fe.ustjogja.ac.id/imw/register/>
- Articles are written based on the rule of the Author Guidelines.
- The authors submitting the manuscript should understand that the copyright assigns to the corresponding author.
- New findings/ideas/opinions of the current primary references in the latest ten years are preferred.
- The sharpness of critical analysis and synthesis of the empirical study is essential.
- An editorial team has the right to revise the writing style with a note without changing the intention and quality of the article.
- Manuscript articles that use primary data research or experimentation must include the surveys document as the supplementary document.
- Authors are obliged to send the results of data processing as well as tables and the original image file via email.

## Special Guidelines

- The article is well-written in English ranging from 3500 to 5000 words.
- Please use Atlantis Research Paper template ([download here](#)).
- The font size for the title is Times New Roman, 16pt; capitalized, bolded, and centered.
- The title should follow by the authors' First name and Last name (without the title), with times New Roman 14pt, capitalized First letter, centered, use superscript for the author institution names and provide the corresponding author email.
- The abstract with one and half-spaced for content and references. Written by font Times New Roman (TNR) 10pt size (please use shortcut keys for template).
- The paper size is A4 (210 x 297 mm), with two column, and the page setup is a top margin of 4,44 cm, bottom margin of 3,17 cm, left margin of 2,12 cm, and right margin of 2,12 cm.
- The font size for the main teks please use shortcut keys for template that was provided in the Atlantis Research Paper Template.
- Table format. All table formats wrote as an example. The table title is on the table with the center. For instance, Table 1. Descriptive Statistics (please don't use screenshot picture for the table)
- Figure format. All figure formats wrote as Figure 1.

# Guideline for Article Submission

## Article Structure

- Title. The title must be attractive, specific, and informative, which is measured by directness in writing.
- Author identity. It includes the author's name (without the title), department, institution, and country.
- Abstract. Written in about 200 words, in English. The abstract should include the purpose, data/object, method, result, and conclusion of the research.
- Keywords. Written in English, keywords should be chosen carefully and can reflect the concepts/variables contained in the article, with the number of three to five keywords.
- Introduction. It is the state of arts of the research, which consists of 1) background of the study, 2) motivation of the study, 3) theories, and 4) objectives of the study written in a paragraph.
- Literature Review. The theoretical foundation is a reference/framework for solving problems. Researchers must present an in-depth study of theories related to research.
- Method. It consists of the research design (the method, the data, the data source, the data collecting technique, the data analysis technique, and the measurement of the variables written in paragraphs.
- Result and discussion. It contains the results of empirical or theoretical studies written by systematic, critical analysis, and informative. The use of tables, images, etc., is only to support information, such as tables of statistical tests and the result of model testing. Discussion of results should be argumentative regarding the relevance of the results, theory, previous research, and empirical facts, as well as demonstrate the novelty of the findings.
- Conclusion and suggestions. It consists of the conclusion, clarity of new findings, new theories, and the possibility of future research development.
- In the end of the papers please write the Authors' Contribution in this paper and Acknowledgments for all team that was supported in this paper.
- References. The reference use IEEE Citation Style. The degree of sophistication of materials is up to 10 years. The references, 80%, originate from the primary sources, originating from national and international journals. Writing citations in the script should use reference applications (reference manager) such as Mendeley, Endnote, or Zotero.

# THE 3RD INTERNATIONAL SEMINAR ON COMMUNITY SERVICES PROJECTS (ISOCSP)



Thursday,  
October 31,  
2024



- Gaia Cosmo Hotel,  
Special Region of  
Yogyakarta,  
Indonesia
- Zoom Meeting





## ABOUT

**Community services project** aims to improve living standards by enhancing community involvement in areas such as economics, social justice, and sustainability. This seminar promotes community-university partnerships, showcasing a range of impactful projects from partner universities. Presentations will cover various recent initiatives, demonstrating their contributions to community advancement beyond just the business sector.

## THEME

Innovative Solutions for SDG Challenges focuses on how cutting-edge technologies, new business models, and creative practices address key Sustainable Development Goals. It highlights successful examples like renewable energy and water purification, the importance of cross-sector collaboration, and strategies for measuring and scaling impact, showcasing how innovation drives progress toward a sustainable and equitable future.



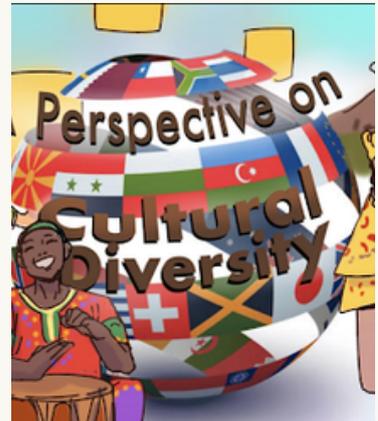
# CULTURAL EXCHANGE



Friday,  
November 01,  
2024



Kasongan, The Special  
Region of Yogyakarta





## ABOUT

Cultural exchange is vital in a globally connected world as it fosters understanding, tolerance, and mutual respect among diverse communities. Through the sharing of traditions, languages, art, and ideas, cultural exchange allows people to learn from one another, breaking down stereotypes and reducing cultural barriers. It enriches societies by introducing new perspectives and creative practices, which can inspire innovation and social progress. In an era of digital communication, cultural exchange is more accessible than ever, playing a crucial role in building inclusive, resilient global communities where differences are celebrated rather than feared.



## THEME

"Digital Culture and Global Connectivity" explores how the internet and digital technologies shape and are shaped by global interactions. It delves into the cultural exchanges, identity formation, and social dynamics that emerge in an increasingly connected world. This concept can cover topics such as social media's role in bridging or widening cultural divides, the impact of digital communities, the global spread of digital art and memes, and the ethical implications of this interconnectedness.

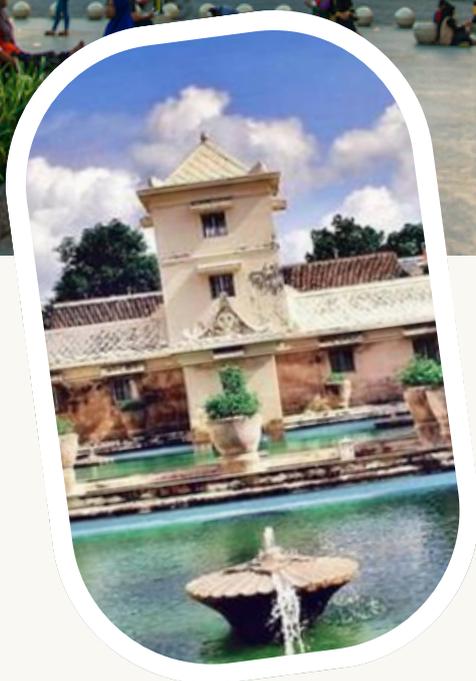
# CITY TOUR



Friday,  
November 01,  
2024



The Special Region of  
Yogyakarta Areas





Yogyakarta, often called "Jogja," is a special region on Java, Indonesia, renowned for its rich cultural heritage, history, and vibrant arts scene. Governed by a Sultan who holds a symbolic and cultural role, Yogyakarta is a hub for traditional Javanese culture and a major tourist destination. Key attractions include Borobudur, the world's largest Buddhist temple and a UNESCO World Heritage Site, famous for its intricate carvings and grand stupa. Another highlight is Prambanan, a magnificent Hindu temple complex, also a UNESCO site, known for its towering spires and detailed reliefs. The Kraton Yogyakarta (Sultan's Palace) serves as both a royal residence and cultural center, offering visitors traditional Javanese music, dance, and crafts. Malioboro Street, the bustling commercial center, is popular for shopping batik and local handicrafts. Nature enthusiasts can explore Mount Merapi, an active volcano, and Jomblang Cave, known for its stunning underground landscapes. Taman Sari, the historic Water Castle, and traditional villages provide further insights into Javanese heritage. This blend of history, culture, and natural beauty makes Yogyakarta a captivating destination.

# NETWORKING DINNER



Friday,  
November 01,  
2024



Bale Raos -  
The Sultan's Dishes



A networking dinner is a social event designed to facilitate professional connections in a relaxed, informal setting over a shared meal. Unlike traditional networking events, it allows participants to engage in both casual small talk and deeper discussions about business or industry trends, fostering more personalized and impactful connections. The intimate atmosphere encourages openness and approachability, breaking down barriers and enabling meaningful interactions. By dining together, attendees not only expand their professional networks but also build camaraderie, making it an enjoyable and effective way to explore potential collaborations and partnerships.



# Contact Us

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**Faculty of Economics,**  
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**SCAN ME !**