



IMW 2025

Shaping a Sustainable Future:
Innovation, Community Engagement, and
Global Solutions

16 - 21 NOVEMBER 2025



Management Study Program

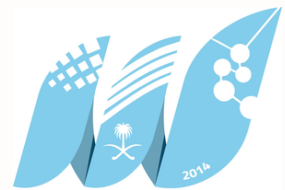
FACULTY OF ECONOMICS

UNIVERSITAS SARJANAWIYATA TAMANSISWA

THE SPECIAL REGION OF YOGYAKARTA-INDONESIA



PARTNERS OF IMW 2025



PARTNERS OF IMW 2025



ATLANTIS
PRESS



ROYAL AMBARRUKMO
YOGYAKARTA



DE KAYU
BUSINESS SOLUTION



DLHK DIY



Dear Esteemed Partners and Colleagues,

With the utmost respect and sincere appreciation, I wish to extend my highest gratitude for the extraordinary dedication, intellectual rigor, and collective spirit that you have demonstrated in realizing the success of International Management Week (IMW) 2024. My heartfelt thanks go to the Rector of Universitas Sarjanawiyata Tamansiswa (UST) for entrusting us with the stewardship of this prestigious platform, as well as to the entire organizing committee, whose meticulous planning, tireless enthusiasm, and solid collaboration have transformed a shared vision into a remarkable reality.

International Management Week is far more than an annual event; it is a dynamic interdisciplinary forum where academic excellence meets visionary leadership, where knowledge exchange transcends disciplinary and national boundaries, and where enduring partnerships are forged to address increasingly complex and interconnected global challenges. This forum unites scholars, industry leaders, policymakers, and change agents around a common mission: to advance knowledge, ignite transformative innovation, and chart collaborative pathways toward a more equitable and sustainable future for our world.

Looking ahead to International Management Week 2025, we humbly present the new theme: “Shaping a Sustainable Future: Innovation, Community Engagement, and Global Solutions.” This theme is not merely a declaration, but a call to action — inviting us to mobilize creativity, leverage technological and social innovation, and strengthen synergies among academia, industry, and communities worldwide. We envision IMW 2025 as a catalyst for groundbreaking projects, inclusive growth models, and sustainable strategies that deliver tangible benefits for humanity and our planet.

PREFACE



The success of this ambitious vision depends fundamentally on the active involvement and unwavering commitment of every stakeholder. Your expertise, thought leadership, and dedication will be pivotal to ensuring that IMW 2025 transcends a conventional academic gathering, becoming a historic milestone of collective empowerment and global progress. This is a defining moment to move forward with resolve and clear purpose. Together, let us not only shape discourse but also forge a future that is sustainable, inclusive, and resilient. Through close collaboration, I am confident that IMW 2025 will be remembered not merely as an event, but as a turning point in the global endeavor toward a better, more just world.

Warmest regards,
Head of Management Study Program

About IMW



International Management Week (IMW) is a distinguished annual forum that convenes leading universities from Southeast Asia and beyond for a week of immersive learning, cutting-edge innovation, and rich cultural exchange. Organized by the Management Study Program, Faculty of Economics, Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia, IMW cultivates a vibrant arena where visionary ideas are advanced, high-impact research is showcased, and enduring global partnerships are forged. It serves as a premier platform for students, scholars, and industry professionals to engage in meaningful collaboration, exchange transformative insights, and inspire progress in the rapidly evolving discipline of management.

Strategic Benefits of IMW for Organizations and Institutions



A Global Platform for Knowledge Exchange

IMW offers a high-level forum for presenting insights and developments in management and business on an international stage. It brings together a diverse community of scholars, practitioners, and students to engage in meaningful discussions, share research, and exchange best practices.



A Space for Student Skill Development

Through hands-on workshops, real-world case challenges, and competitive events, IMW empowers students to sharpen their problem-solving abilities and practical competencies. These experiences bridge the gap between academic theory and professional application, preparing students for future leadership roles.



A Catalyst for University-Community Collaboration

IMW supports the creation of impactful partnerships between academic institutions and local communities. By initiating collaborative projects on social and economic challenges, the event promotes community development and provides students with opportunities to contribute to real change.



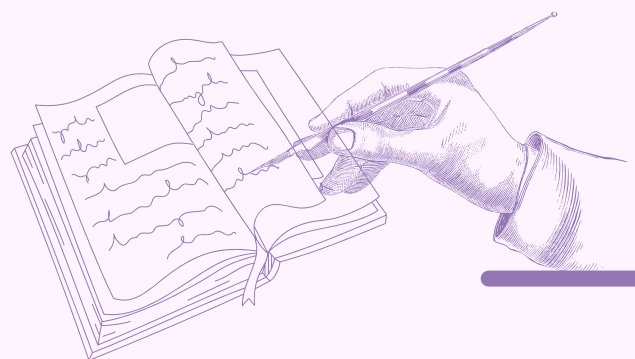
A Hub for Cross-Cultural Understanding

With participants from various cultural and professional backgrounds, IMW enhances international and intercultural awareness. The event encourages mutual respect and learning through interactive sessions that help participants better navigate the global business environment.



A Gateway to National and Global Collaboration

IMW serves as a strategic gateway to expand academic and institutional partnerships, particularly within the ASEAN region and beyond. It facilitates cooperation among universities and organizations to share expertise, strengthen networks, and work together toward sustainable and inclusive goals.



Schedule

16

November

E-SPORT COMPETITIONS

📍 Ki Hadjar Dewantara Room
Faculty Of Economics



18

November

THE 4TH INTERNATIONAL COMMUNITY SERVICES

📍 Pasiraman Opak Tanjungtirta,
Berbah, Sleman



19

November

THE 4TH INTERNATIONAL BUSINESS CASE COMPETITION

📍 Ki Sarino Mangun Pranoto Room
Faculty Of Economics



THE 3RD VIRTUAL INTERCULTURAL SHARING SESSION

📍 Ki Sarino Mangun Pranoto Room
Faculty Of Economics



20

November

THE 4TH INTERNATIONAL CONFERENCE ON MANAGEMENT AND BUSINESS

📍 The Kasultanan Ballroom
Royal Ambarrukmo Hotel



THE 4TH INTERNATIONAL SEMINAR ON COMMUNITY SERVICES PROJECTS

📍 The Kasultanan Ballroom
Royal Ambarrukmo Hotel



21

November

CULTURAL EXCHANGE, CITY TOUR, AND NETWORKING DINNER

📍 Keraton Ngayogyakarta Hadiningrat,
Lava Tour Merapi Mountain,
Griya Dhahar RB Pakualaman.





A GLIMPSE OF IMW



E-SPORT



16

November
2025



Ki Hadjar Dewantara Room
Faculty Of Economics

E-SPORT

“Fostering Creativity, Teamwork, and Global Connectivity”



E-sports is a dynamic platform that fosters creativity, sharpens problem-solving under pressure, and inspires innovative strategies in competitive settings. Team-based formats cultivate collaboration, leadership, and shared decision-making, while connecting players across cultures in an inclusive global community. This network strengthens cross-cultural understanding and unlocks opportunities for international collaboration, careers, and knowledge exchange in the fast-evolving digital economy.



THE 4TH INTERNATIONAL COMMUNITY SERVICES



18 November
2025



Pasiraman Opak
Tanjungtirto, Berbah, Sleman



THE 4TH INTERNATIONAL COMMUNITY SERVICES

*“Creating Lasting Global Impact:
Engaging Communities, Local Action for a Better Future”*

SMEs Empowerment

Strengthening small and medium-sized enterprises (SMEs) by providing skills, resources, and opportunities that enable them to grow, compete, and contribute to local and global economies. Empowered SMEs create jobs, drive innovation, and improve community livelihoods



Tree Planting

An environmental action focused on planting and nurturing trees to restore ecosystems, improve air quality, and combat climate change. Tree planting also fosters community participation, environmental awareness, and long-term sustainability





THE 4TH INTERNATIONAL BUSINESS CASE COMPETITION



19

November
2025



Ki Sarino Mangun Pranoto Room
Faculty Of Economics

BLUE OCEAN STRATEGY

- NEWER MARKET
- PRODUCING MARKET SEGMENT WITHOUT COMPETITION
- CREATE AND ATTRACT NEW DEMAND

RED OCEAN STRATEGY

- EXISTING MARKET
- BATTLE FROM MARKET SEGMENT
- EXPAND EXISTING DEMAND

THE 4TH INTERNATIONAL BUSINESS CASE COMPETITION



“Navigating Uncertainty: Business Solutions for a Changing World”



ABOUT

The 4th International Business Case Competition (IBCC) is a premier global forum where university students tackle real-world business challenges through critical analysis, strategic insight, and innovative solutions. It bridges academic knowledge with practical application, fosters cross-cultural collaboration, and cultivates leadership, preparing future leaders to shape the global business landscape.

THEME

The theme in this competition calls on student to think critically, act strategically, and innovate boldly in solving complex, real-world business challenges. It pushes participants to apply their academic expertise, collaborate across cultures, and demonstrate the agility and leadership essential for success in today's fast-changing global landscape.





REQUIREMENT

- 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

TIMELINE OF THE EVENT

Deadline for
Poster Submission
15 October 2025

2

Technical Meeting
17 November 2025

4

1

Registration and
Case Distribution
1-30 September 2025

3

Final Notification
31 October 2025

5

Event Day and
Winner Announcement
19 November 2025



THE 3RD VIRTUAL INTERCULTURAL SHARING SESSION



19 November
2025



Ki Sarino Mangun Pranoto Room
Faculty Of Economics



THE 3RD VIRTUAL INTERCULTURAL SHARING SESSION

"Unity in Diversity: Culture, Connection, and Collaboration"



About

A Virtual Intercultural Sharing Session is an online platform where participants from diverse cultural backgrounds exchange traditions, stories, and perspectives. It promotes meaningful dialogue, mutual respect, and global awareness while building intercultural competence and fostering collaboration across borders.



Theme

A virtual forum bringing together students from Asia and beyond to share traditions, exchange ideas, and build meaningful cross-cultural connections. Through dialogue and collaboration, participants explore how diversity can inspire innovation, mutual understanding, and cooperative action in a connected world.



THE 4TH INTERNATIONAL CONFERENCE ON MANAGEMENT AND BUSINESS



20 November
2025



The Kasultanan Ballroom
Royal Ambarrukmo Hotel



THE 4TH INTERNATIONAL CONFERENCE ON MANAGEMENT AND BUSINESS

*The Future of Management:
Embracing Innovation and Sustainability*

About

Premier global forum that brings together academics, industry leaders, and policymakers to exchange cutting-edge research, share best practices, and foster cross-cultural collaboration. It serves as a catalyst for innovative solutions, sustainable strategies, and transformative leadership in addressing the dynamic challenges of the global business environment.

Theme

The Future of Management: Embracing Innovation and Sustainability challenges participants to envision forward-thinking management paradigms that integrate cutting-edge innovation with long-term environmental and social stewardship. It underscores the imperative for organizations to remain agile in the face of rapid change while embedding sustainable principles into strategic decision-making, operational processes, and stakeholder engagement. This theme calls for reimagining leadership models that not only drive competitive advantage but also cultivate ethical, resilient, and future-ready enterprises in a complex global landscape.

Sub Theme

Marketing Managemen :

- *Konsumen Behavior,*
- *Digital Marketing,*
- *Green Marketng,,*
- *Brand Management,*
- *Costmer Network,*
- *Tourism,*
- *Halal Produc*



Human Resources Management :

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

Economics :

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

Entrepreneurship :

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

Financial Management :

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

Strategic Management :

- *Visioning Industrial and Corporate Level Strategy,*
- *Green Strategy,*
- *Corporate Governance & Dynamic Capability.*

TIMELINE

FOR ARTICLE SUBMISSION

01

*Registration &
Submission Deadline :*
31 October 2025

Notification for Acceptance
7 November 2025

02

03

Payment Deadline
15 November 2025

Conference Date
20 November 2025

04

Guideline for Article Submission

General Guidelines

1

Submit the articles to this link: _____

2

Articles are written based on the rule of the Author Guidelines

3

The authors submitting the manuscript should understand that the copyright assigns to the corresponding author

4

New findings/ideas/opinions of the current primary references in the latest ten years are preferred.

5

The sharpness of critical analysis and synthesis of the empirical study is essential

6

An editorial team has the right to revise the writing style with a note without changing the intention and quality of the article

7

Manuscript articles that use primary data research or experimentation must include the surveys document as the supplementary document

8

Authors are obliged to send the results of data processing as well as tables and the original image file via email

Guideline for Article Submission

Special Guidelines

1

An editorial team has the right to revise the writing style with a note without changing the intention and quality of the article

2

Please use Atlantis Research Paper template ([download here](#))

3

The font size for the title is Times New Roman, capitalized, bolded, and centered

4

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.

5

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)

6

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.

7

The font size for the main teks please use shortcut keys for template that was provided in the Atitantis Research Paper Template.

8

All table formats wrote as for example Figure 1. 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)

Guideline for Article Submission

Article Structure

1. **Title.** The title must be attractive, specific, and informative, which is measured by directness in writing.
2. **Author identity.** It includes the author's name (without the title) department, institution, and country.
3. **Abstract.** Written in about 200 words in English, the abstract should include the purpose, data/object, method, result, and conclusion of the research
4. **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.
5. **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.
6. **Literature Review.** The theoretical foundation is a reference/framework for solving problems. Researchers must present an in-depth study of theories related to research.
7. **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.
8. **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.
9. **Conclusion and suggestions.** It consists of the conclusion, clarity of new findings, new theories, and the possibility of future research development
10. **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.**
11. **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 4TH INTERNATIONAL SEMINAR ON COMMUNITY SERVICES PROJECTS



20

November
2025



The Kasultanan Ballroom
Royal Ambarrukmo Hotel



THE 4TH INTERNATIONAL SEMINAR ON COMMUNITY SERVICES PROJECTS

“Innovating Community Service: Bridging Gaps for a Sustainable Future”

About

The International Seminar on Community Services Project is a global platform that showcases innovative community engagement initiatives, fosters cross-border collaboration, and shares best practices in creating sustainable social impact. It brings together academics, practitioners, and students to exchange ideas, inspire action, and strengthen the role of community service in addressing global and local challenges

Theme

“Innovating Community Service: Bridging Gaps for a Sustainable Future” highlights the transformative role of creativity, technology, and collaboration in addressing social, economic, and environmental challenges. This theme emphasizes reimagining community service as a catalyst for bridging disparities, fostering inclusion, and driving long-term sustainability across diverse communities.

CULTURAL EXCHANGE



21

November
2025



Keraton Ngayogyakarta
Hadiningrat

CULTURAL EXCHANGE

*“Cultural Diversity:
Understanding Traditions,
Values, and Heritage”*

About

Cultural exchange is the mutual sharing of traditions, values, and perspectives between people from different backgrounds, fostering understanding, respect, and collaboration while enriching participants' global awareness and intercultural competence



Theme

Cultural Diversity: Understanding Traditions, Values, and Heritage invites a deeper exploration of the richness and complexity of global cultures, highlighting how language, art, beliefs, and customs shape collective identity. Beyond celebrating differences, it frames diversity as a catalyst for creativity, resilience, and harmonious coexistence. In an era of rapid modernization, migration, and digital change, the theme underscores the urgency of preserving cultural heritage while fostering mutual understanding in a connected world.





City Tour



21 November
2025



Lava Tour Merapi Mountain

Scenic Wonders of Jogja



Nestled in the heart of Java, Yogyakarta—affectionately known as “Jogja”—is more than just a city; it is a living museum where tradition and modernity dance in harmony. This special region, uniquely governed by a Sultan, exudes a timeless charm rooted in Javanese royalty, spirituality, and artistic soul. At its core lies a deep reverence for culture. The majestic Keraton Yogyakarta, the Sultan's Palace, is not merely a royal residence but the heartbeat of the city, where the sounds of traditional gamelan, the grace of classical dance, and the artistry of intricate batik breathe life into centuries-old customs. Jogja is also home to two UNESCO World Heritage Sites that embody the spiritual and architectural genius of ancient Indonesia. Borobudur, the world's largest Buddhist temple, rises with intricate stone reliefs and massive stupas that echo centuries of devotion, while not far away, the Prambanan temple complex stands as a soaring testament to Hindu epics and artistry.

Yogyakarta stuns visitors with its soaring temple spires and intricate carvings from Hindu epics, yet its essence lies as much in moments as in monuments. The vibrant pulse of Malioboro Street—where batik stalls, street food vendors, and horse-drawn carriages meet—blends tradition with modern life, while adventures range from hiking the fiery slopes of Mount Merapi to descending into the light-filled depths of Jomblang Cave. From the ruins of Taman Sari, once a royal water castle, to the timeless rhythms of rural villages, every corner reveals stories carved in stone, painted in batik, and sung through generations, making Yogyakarta not merely a destination but a soulful journey into the heart of Indonesia.



Wedang Ronde



Bakpia



Jajanan Pasar

NETWORKING DINNER



21 November
2025



Griya Dhahar RB
Pakualaman.



Imagine a setting where the clink of glasses meets the spark of ideas—a networking dinner that transcends a simple meal. In this relaxed yet purposeful space, genuine connections flourish as lighthearted exchanges flow seamlessly into insightful discussions on industry trends and shared aspirations. Free from rigid formality, titles fade, and authentic stories take center stage, turning conversations into opportunities for lasting collaboration



Over delicious food and good company, barriers dissolve, paving the way for collaboration, creativity, and camaraderie. Whether exchanging ideas with a future partner or gaining fresh perspectives from a peer, the networking dinner turns every interaction into an opportunity. It's not just about expanding your contact list—it's about building relationships that truly matter.

Contact Us

*IMW Secretariat:
Management Study Program,
Faculty of Economics,
Universitas Sarjanawiyata Tamansiswa
Jl. Kusumanegara No.157, Muja Muju, Kec.
Umbulharjo, Kota Yogyakarta, Daerah Istimewa
Yogyakarta 55165*



Scan Me !