

Proceedings of the 6th Annual International Conference on Business and Public Administration

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AICOBPA 2023

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Preface

We are delighted to present the proceedings of the 6th Annual International Conference on Business and Public Administration (AICoBPA) 2023, organized by the Faculty of Administrative Sciences, Universitas Brawijaya, Indonesia. This conference serves as a platform for scholars, practitioners, and professionals worldwide to share their insights and research findings in the fields of business and public administration.

The theme of AICoBPA 2023, "Business, Government, and Society: Creating Synergy for Sustainable Development" reflects our commitment to fostering interdisciplinary discussions that address contemporary challenges and opportunities at the intersection of these domains. The conference covered a broad spectrum of sub-themes, including:

- **Business Administration:** Economics and Finance, Marketing, Human Resources Management, Strategy and Entrepreneurship, Accounting and Auditing, Management Information Systems, Good Corporate Governance, Organization and Leadership, Fiscal Policy, Tourism Management, Big Data, Supply Chain, and Logistic Management.
- **Public Administration:** Public Policy and Administration, Governance in the Digital Era, Public Service Delivery, Educational Policy, Educational Technology and Innovation, Management and Evaluation, Knowledge and Library Management, Information Governance, Digital Library, Innovative Policy and Sustainable Development, Data-Driven Policy.

This year's proceedings comprise 42 full papers, contributed by authors from diverse backgrounds. These papers underwent a rigorous double-blind peer-review process to ensure the highest academic standards and contribute valuable insights to the discourse on sustainable development.

The success of AICoBPA 2023 was significantly enhanced by the contributions of our esteemed plenary speakers:

- **Assoc. Prof. Corina Daba-Buzoianu, Ph.D.:** Associate Professor in the Public Relations Department at the National University of Political Studies and Public Administration, Romania. She specializes in imagology, image analysis, image crisis, and online crisis communication. Her research focuses on image studies and social representations, identity-alterity relationships, crisis communication, and qualitative research in communication.
- **Dr. Silverio D.C. Ramon:** Dean of the College of Business and Management at Tarlac Agricultural University, The Philippines.
- **Dr. Surasak Jotaworn:** Holds a doctoral degree from the Department of Urban Environmental Management at the Asian Institute of Technology. His research interests include policy transfer, behavior science, recreation and leisure management, non-governmental organizations, and environmental management.
- **Dr. Eryadi K. Masli:** An active researcher with multidisciplinary interests, including financing new ventures, frugal innovation, financial inclusion, and corporate sustainability assessments. He has published in top-tier academic journals and co-authored books on frugal innovation and the new product development process.
- **Dr. Fadillah Putra:** A public policy scientist in Indonesia who completed his doctoral education at the University of Melbourne in 2017. He currently serves as Deputy Director

for Academic Affairs, Student Affairs, Alumni, and Cooperation at the School of Graduate Studies, Universitas Brawijaya.

We extend our deepest gratitude to these distinguished speakers for sharing their expertise and enriching the conference discussions.

The success of AICoBPA 2023 would not have been possible without the unwavering dedication of the organizing committee, the insightful contributions of all participants, and the support of our partners. We also express our sincere appreciation to the authors who submitted their work and to the reviewers whose efforts ensured the high quality of these proceedings.

We firmly believe that AICoBPA provides an excellent forum for dialogue and collaboration among scholars and practitioners. It is our hope that this conference will continue to inspire innovative research and solutions in business and public administration, paving the way for impactful collaborations in the years to come.

We wish all readers an enlightening experience as they explore the proceedings of AICoBPA 2023.

Agung N.I.L. Fahrudi & Inggang P. Nuralam

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