



# CENTRE FOR INTERNATIONAL TRADE AND BUSINESS IN ASIA (CITBA)

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A PLACE FOR PROGRESSIVE  
AND FORWARD-THINKING  
INNOVATIVE RESEARCH

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AUSTRALIA DIRECTOR, CITBA



# Community Empowerment, Sustainable Cities, and Transformative Economies

2-3 July 2021

## International Conference on Business, Economics, Management, and Sustainability (BEMAS)

Following the successful international Urban Thinkers Campus (UTC) event in 2019 organised by the Centre for International Trade and Business in Asia (CITBA) at James Cook University-Australia, the Centre is pleased to announce the International Conference on Business, Economics, Management, and Sustainability (BEMAS) on the 02-03 July 2021. The Centre for International Trade and Business in Asia (CITBA) aims to create a platform for academics, researchers, practitioners and students to disseminate their research findings with other global experts.

As the COVID-19 outbreak evolves around the globe, to avoid spreading the virus, we have opted for virtual conference that would allow for remote participation. In order to offer participants a more flexible way to experience the conference at their own pace and timeline; presentations will be either in the form of live streams or pre-recorded video presentations. Background reading materials such as full papers, posters, and source files will be also provided to participants

# INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS, MANAGEMENT, AND SUSTAINABILITY (BEMAS)

Community Empowerment,  
Sustainable Cities, and  
Transformative Economies  
2-3 July 2021



International Conference on Business, Economics,  
Management, and Sustainability (BEMAS).

The orthodox methods of addressing external risks, climate change adaptation plans, and sustainable economic growth in cities are no longer adequate. These methods, so far, have not only ignored the ongoing structural changes associated with economic development but also failed to account for evolving industries' composition and the emergence of new comparative advantages and skills. Particularly, vulnerable communities and exposed areas, particularly in urban areas, that tend to experience higher susceptibility to external risks (such as climate change, natural disasters, and public health emergencies) have been largely ignored in incremental adaptation plans. Vulnerable communities and areas not only require different adaptive responses to climate risk but also possess unlocked adaptive capacity that can motivate different patterns of sustainable development to achieve the goals of the 2030 Agenda. It is essential, therefore, to view transformative growth and fundamental reorientation of economic resources as integral parts of the solution.

## Organising Committee

### GENERAL CHAIR

A/Prof Taha Chaiechi

### SCIENTIFIC COMMITTEE

A/Prof Jacob Wood, A/Prof Josephine Pryce, A/Prof Riccardo Welters, Dr Emiel Eijdenberg, Dr Thirumaran K, Dr Breda McCarthy, Dr Rachel Hay, Dr Caroline Wong, Dr Simona Azzali, Dr Diane Jarvis, Dr Daniel Grainger, Dr Tracey Mahony

### PUBLICITY AND PR CHAIR

Ms Suzie Pont

### FINANCE CHAIR

Ms Diana Castorina

### CONFERENCE COMMITTEE COORDINATOR

Ms Dwi Sugiharti

### REGISTRATION CHAIR

Ms Diana Castorina

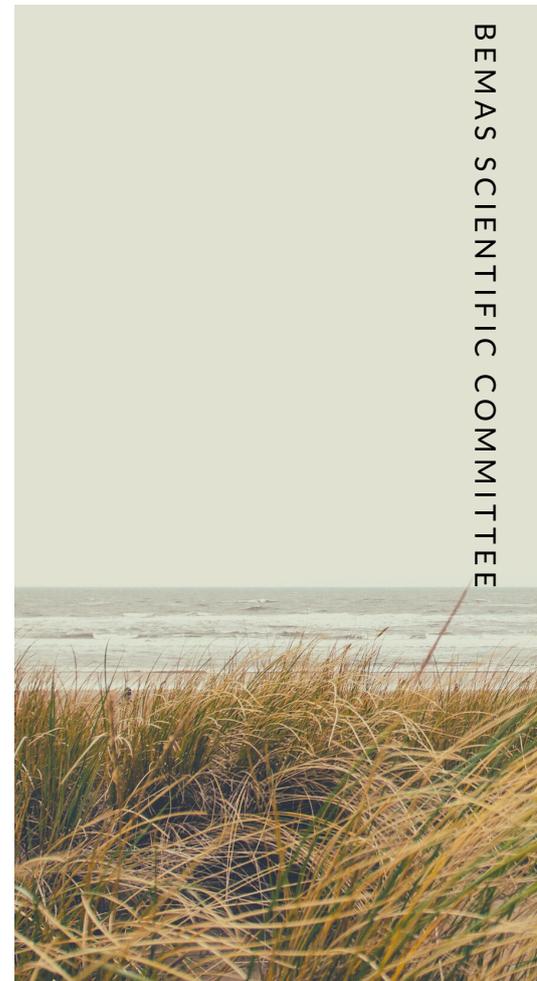
### VIDEOCONFERENCE & AUDIOVISUAL SPECIALIST

Mr Anders Thornblad, Technology Solutions Directorate

### INTERNAL CONSULTANT

Ms Fiona Whittenbury

BEMAS SCIENTIFIC COMMITTEE



# INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS, MANAGEMENT, AND SUSTAINABILITY (BEMAS)

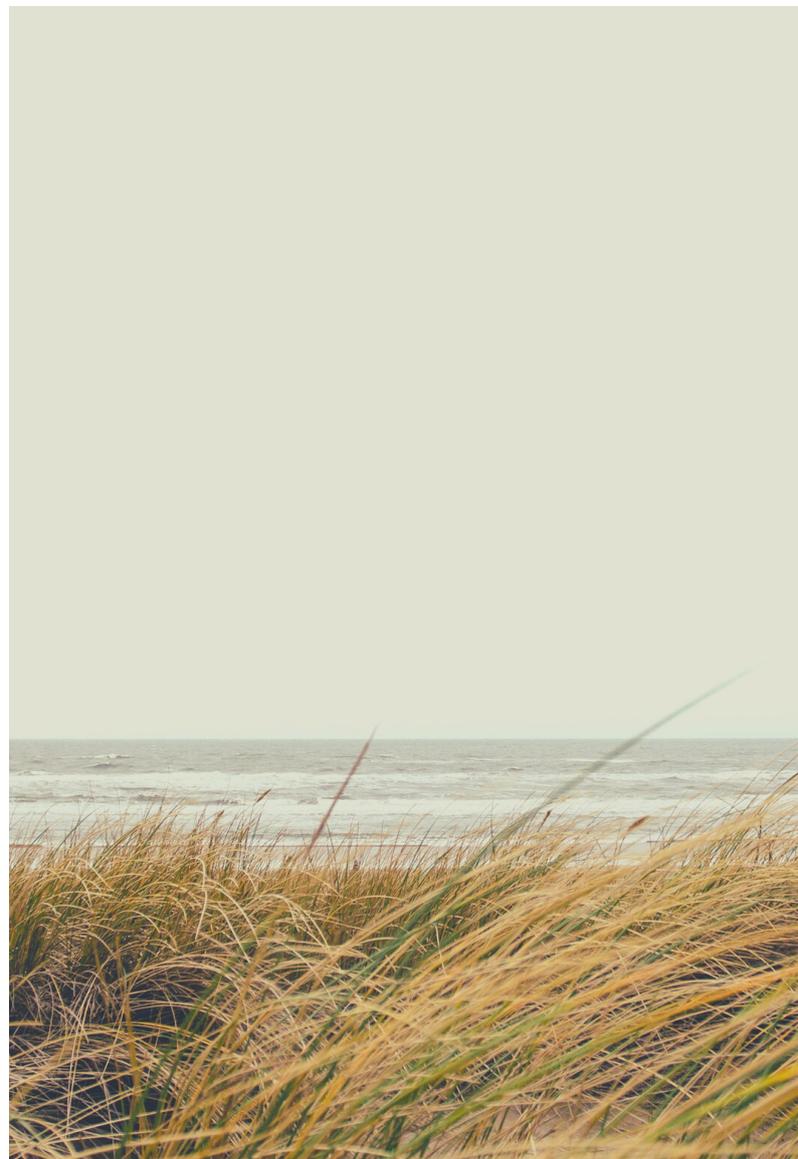
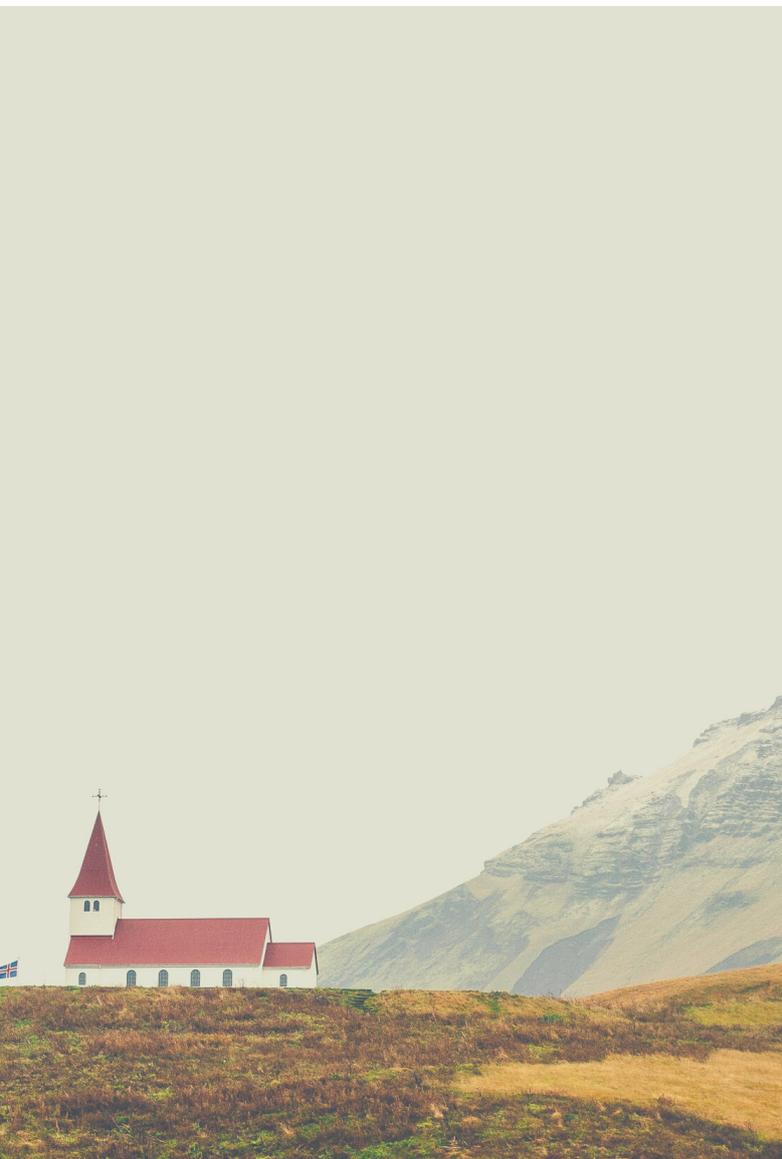


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Management, and Sustainability (BEMAS).

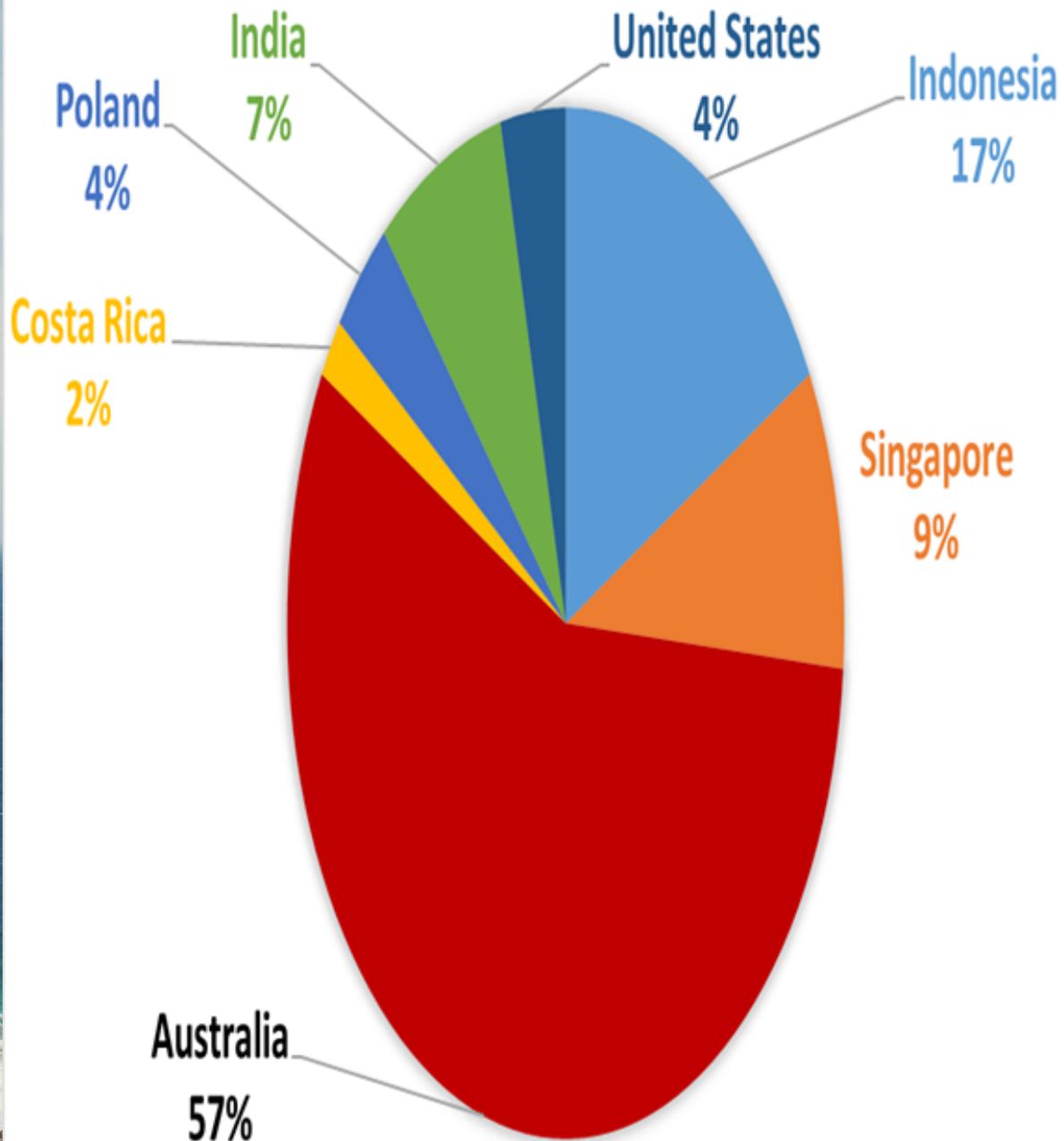
**MAIN THEME:  
COMMUNITY EMPOWERMENT, SUSTAINABLE CITIES, AND TRANSFORMATIVE  
ECONOMIES.**

## CONFERENCE TRACKS:

1. Urban Planning, Public Spaces and Sustainable Economic Growth
2. Understanding the Principles of Resilient Economies
3. Society and Community-Based Initiatives in the Time of Crisis
4. Business, Management and Sustainable Path to 2030 Agenda
5. Sustainable Marketing, Community, and the Planet



ACCEPTED ABSTRACTS : 54  
AUTHORS: 120+  
JCU ABSTRACTS: 25  
INDUSTRY ABSTRACTS: 8 (3 INT'L)



Country of the first author



# Distinguished Keynote Speakers

*Get ready to learn from the best. We'll have over six distinguished keynote speakers from across the industry, local government and academia — eager to share expertise and insight.*

## MEET THE PANEL



**Cr Bob Manning OAM**

Mayor of Cairns, Cairns  
Regional Council



**Stephen Boyle**

Professor and Dean,  
College of Business, Law  
and Governance, JCU



**Kasy Chambers**

Executive Director,  
Anglicare Australia



**Michael Levie**

Hotelier and Co-  
founder of citizenM  
Hotels



**Hurriyet Babacan**

Professorial Fellow & Research Director  
The Rural Economies Centre of  
Excellence, and The Cairns Institute



**Peter Case**

Professor of Management &  
Organization Studies, JCU and  
Bristol Business School

# CITBA's Panel on the Future of Retailing



## Future of Retail

This webinar on the future of retailing will focus on the road ahead for retailers in the wake of the devastating effect the pandemic has had on this sector. We will discuss the lessons that retailers can learn from this pandemic and how retail organisations could improve their risk assessment and resiliency in the future to adopt agile strategies. The discussion will explore perspectives on the future of retail supply chain, retail innovation and cybersecurity risks with the panel comprising a retail practitioner, an academic and a cybersecurity expert.



### Moderator

**Dr Malobi Mukherjee**  
Lecturer, Business



### Speakers

**Ms. Andal Alwan**  
Regional Head – APAC,  
Consumer Goods, Retail and  
Logistics at Infosys Limited



**Mr. Prashant Nayak,**  
CFE, BCCS  
Vice President Global Security,  
(APAC& Middle East) at The  
Walt Disney Company



**Dr. Richard Cuthbertson**  
Research Director, Oxford  
Institute of Retail  
Management, Saïd Business  
School, University of Oxford



Presents

## ACCELERATING FILIPINO WOMEN IN TOURISM & HOSPITALITY: *A Webinar*

Thursday, 4th February 2021 3-5PM (MNL Time)

Registration: <https://tinyurl.com/wwtph2021>

### MODERATORS

### SPEAKERS



SPONSORED BY

# WORLD WOMEN TOURISM (WWT) GLOBAL WEBINAR SERIES

The World Women Tourism (WWT), an organization connecting women tourism professionals, collaborated with JCU's Dr. Jenny Panchal in launching the Philippines Edition of WWT's Global Webinar Series titled Accelerating Women in the Philippines. Dr. Panchal spearheaded the organization and planning of the webinar, which was held on 4th February 2021, Friday. The event attracted over 500 Filipinos, mostly women living in the Philippines and overseas.

The expert panel includes esteemed speakers Dr. Catheryn Khoo (Associate Professor, Griffith University), Former Undersecretary Alma Jimenez (Department of Tourism & President of ASEAN Society Philippines), Dir. Nelly Nita Dillera (Department of Trade & Industry-Philippine Trade Training Centre, DTI-PTTC) and Ms. Maria Christina Aquino (Chairwoman, Tourism Industry Board Foundation, Inc.). Dr Panchal and Dr Barkathunnisha (Co-Founder, WWT) moderated the webinar.

Apart from the attendees on Zoom, the webinar was live-streamed through DTI-PTTC's Facebook Page which had over 1,000 viewers.



# SERVICE EXCELLENCE IN TOURISM AND HOSPITALITY

Dr Tang Chun Meng and Dr K Thirumaran worked closely with our partner university, Baden-Wuerttemberg Cooperative State University in Germany (DHBW) represented by Prof. Dirk Klimkeit as editors of the book “Service Excellence in Tourism & Hospitality Insights from Asia.” Today, customer satisfaction alone is not enough anymore in the tourism and hospitality industry in order to win the loyalty of guests. Instead, the industry need to achieve service excellence by delighting their guests with a set of drivers of excellence. Despite the relevance of the topic to the Asian tourism industry, the extant literature is scarce and fragmented.

The 12 chapters in this book derive from a call for papers as well as from a study tour of Singapore and Malaysia. Papers went through a double-blind peer-review procedure. They comprise both conceptual and—in most cases—empirical papers, drawing on recent research in the Asian tourism and hospitality industry. This edited book sets out to examine what and how companies in the tourism and hospitality industry do to deliver a high level of service excellence. They span aspects including the design of services, managing customer-oriented operations, leveraging digital technology and managing resources.

Tang C.M., Klimkeit D. & Thirumaran K. eds. (2021) *Service Excellence in Asian Tourism and Hospitality*. Springer, Cham. [https://doi.org/10.1007/978-3-030-57694-3\\_1](https://doi.org/10.1007/978-3-030-57694-3_1)



# Centre for International Trade and Business in Asia (CITBA)

*CITBA's modus operandi is to include the finest scholars, both early career and more established, from James Cook University's Australian and Singaporean Campuses in collegial inter-disciplinary teams that foster an environment that encourages innovative thinking and supports research excellence.*

