

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

**INTERNATIONAL CONFERENCE ON  
BUSINESS, ECONOMICS, MANAGEMENT,  
AND SUSTAINABILITY (BEMAS) 2024**



**JAMES COOK  
UNIVERSITY**  
AUSTRALIA





CENTRE FOR INTERNATIONAL TRADE  
AND BUSINESS IN ASIA (CITBA)



JAMES COOK  
UNIVERSITY  
AUSTRALIA

3<sup>rd</sup> International Conference on Business, Economics, Management  
and Sustainability (BEMAS):

**“Reskilling Horizons: AI, The Future of Work, and the Quest for  
a Resilient, Sustainable Tomorrow”**

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*Founder-in-Residence*

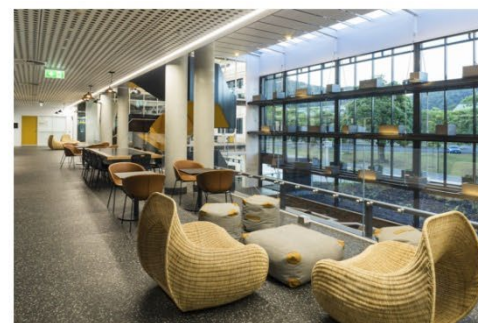
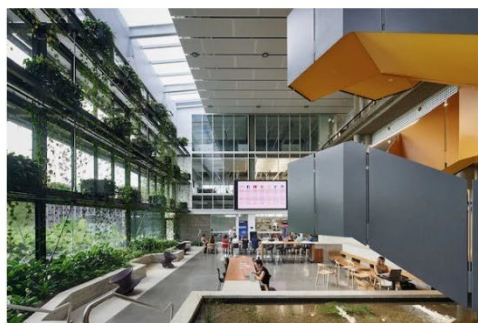




## JCU Cairns, Nguma-bada campus, Smithfield

### Building Names

- A1 - Chancellery Building
- A2 - A2
- A3 - Crowther Theatres
- A4 - A4
- A11 - Post Graduate Centre
- A21 - Indigenous Education and Research Centre
- A22 - The Boathouse
- A23 - Amphitheatre
- A24 - Gymnasium
- A25 - Refectory
- B1 - Library
- B10 - Community Garden Shed
- B20 - Environmental Research Complex Shed
- D1 - College of Medicine & Dentistry
- D2 - Dental Clinic
- D3 - The Cairns Institute
- D4 - JCU Ideas Lab
- E1 - Health and Sciences
- E2 - Sir Robert Norman Building
- E3 - Tropical Medicine Mosquito Research
- E4 - Queensland Tropical Health Alliance
- E5 - AITM Cairns
- E11 - JCU Education
- F1 - Cairns Student Accommodation
- NOC - Newman Catholic College - Non JCU



The main venue for BEMAS 2024 will be the state-of-the-art JCU Ideas Lab (D4 Building – locate on map)

Attendees of the BEMAS 2024 Conference can take advantage of both free and permit parking options available on the Cairns campus. To assist you in finding designated parking areas, please refer to the [Cairns Parking Map](#). For those who do not have a full or half-year permit, **casual parking** is available. You can easily pay for casual parking using the [Pay-by-Plate Machines](#) located on campus or through the [CelloPark](#) app. This free app allows you to create an account and pay for parking directly from your mobile device.

### Contacts:

General Chair of BEMAS: **Associate Professor Taha Chaiechi** [taha.chaiechi@jcu.edu.au](mailto:taha.chaiechi@jcu.edu.au) or [CITBA@jcu.edu.au](mailto:CITBA@jcu.edu.au)

BEMAS Coordinator: Ms Dwi Sugiharti [dwi.sugiharti@my.jcu.edu.au](mailto:dwi.sugiharti@my.jcu.edu.au)

## JCUGuest Wi-Fi access (for in-person participants only)

James Cook University provides wireless connectivity for all our guests, it has never been easier to stay connected to the internet on your devices when visiting our campuses.  
Guest Wi-Fi service is only available on the Townsville Bebegu Yumba campus, Cairns Nguma-bada campus and their respective City campuses.

### Creating your account

On your device, make sure that Wi-Fi is **ON**.

2. Open the list of available Wi-Fi networks and select **JCUGuest**
3. A new window will open. Enter your full name, your company name (optional), and your mobile phone number (required for authentication).
4. Check the box to accept the **terms and conditions**, which can be viewed following the link and are as per our acceptable use policy.
5. Click **Register** and your 6-digit passcode will be sent to your mobile number via SMS.

Do not delete this text message as it is valid for 24 hours from the time of creation and will allow you to sign into JCUGuest Wi-Fi on up to 3 devices. If you require access for more than 24 hours, then you will need to repeat the steps above each day.

### Connecting from Windows or MacOS

Once you have successfully registered the **Log In** window will appear

Make sure your full mobile phone number, with country code, is entered into the **Username** field. It should be in the format of 6141xxxxxx

3. In the **Passcode** field enter the 6-digit passcode that was sent to your mobile phone number.
4. Check the box to accept the **terms and conditions**, and then click **Log In**.
5. You will now be connected to the **JCUGuest** Wi-Fi network.



The screenshot shows the JCUGuest registration interface. At the top is the JCU logo and the text 'JCUGuest'. Below this, it says 'Please provide your Name and Mobile number.' There are three input fields: 'Your Name \*', 'Company Name', and 'Mobile number:'. The 'Mobile number:' field has a dropdown menu showing '041x xxx xxx'. Below the input fields, there is a checkbox labeled 'I accept the terms and conditions' with the text 'JCU Acceptable Use Policy' above it. A red 'Register' button is at the bottom right. At the very bottom, it says '© JCU Copyright 2022'.

## Conference Overview Map

Day 1- Wednesday 23 October		
8:30-9:00 am	Registration and Arrivals	
9:00-10:10 am	Keynote Session: AI and Sustainability – Transforming Workforces and Achieving Net Zero	
10:10-10:30	Immersive CAVE Experience: Computer-Assisted Virtual Environment (CAVE)	
10:30-11:00 am	Morning Tea- Networking	
11:00-12:30 pm	Concurrent Session 1- Reskilling & Lifelong Learning	Concurrent Session 2- AI in Industry-Specific Digital Transformation and Decision-making
12:30- 1:00 pm	Lunch Break- Networking	
1:00- 2:30 pm	Concurrent Session 3- Strategies for Sustainable Tourism and Village Development	Concurrent Session 4- Regional Sustainability and Net Zero Initiatives
2:30- 2:45 pm	Afternoon tea and networking	
2:45- 4:00 pm	Session 5- Innovation and Technology in Sustainable Tourism	
Day 2- Thursday 24 October		
8:55-9:00 am	Welcome and recap of Day 1	
9:00-10:00 am	Session 1- AI and Ethical Innovation	
10:00-10:30 am	Morning Tea and Networking	
10:30- 12:00 pm	Session 2- Innovative Technologies for Sustainable Solutions	
12:00-12:30 pm	Lunch Break	
12:30-1:50 pm	Session 3- Driving Sustainability through Tourism and Consumer Innovation	
2:00- 3:20 pm	Concurrent Session 4- AI and Digital Transformation in Education and Industry	Concurrent Session 5- AI, Leadership, and Workforce Transformation in the Digital Age
3:20-3:40 pm	Afternoon tea and networking / Day 2 concludes	
Day 3- Friday 25 October		
9:00-10:30 am	PhD Workshop: PhD Tips and Trick	
	Conference Concludes	



**N.B. All times are based on Australian Eastern Standard Time (AEST)**

Time	Day 1 Keynote Session AI and Sustainability – Transforming Workforces and Achieving Net Zero Venue: Ideas Lab (D004-F001)
Zoom Link	<a href="https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1">https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1</a> Password: 160299
9:00- 9:10 am	Welcome and Introduction Master of Ceremonies (MC): <b>Dr Narayan Gopalkrishnan</b>
9:10-10:10 am	Keynote 1: Game changing or not: Impacts of advancing technologies on workforce in rural and regional Australia- By <b>Professor Hurriyet Babacan</b> Keynote 2: Digital Futures- How Simulations and Digital Twins are enhancing organizational effectiveness? By <b>Dr Samantha Horseman</b>
10:10-10:30	Immersive CAVE Experience: Computer-Assisted Virtual Environment ( <b>CAVE</b> )

Time	Day 1: Concurrent Session 1 Reskilling & Lifelong Learning Session Chair: Dr Narayan Gopalkrishnan Venue: Ideas Lab (D004-F001)	Presenters
Zoom Link	<a href="https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1">https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1</a> Password: 160299	
11:00-11:20 am (Including 5 min Q&A)	Bridging the divide between vocational and higher education with “SoLT bites”	Professor Dr Sharon Schembri <b>TAFE , Higher Education, QLD</b>
11:20-11:40 am (Including 5 min Q&A)	The quest for building talent: A lifelong journey	Associate Professor Dr Josephine Pryce <b>James Cook University</b>
11:40- 12:00 pm (Including 5 min Q&A)	The Benefits and Challenges of Employee Reskilling with Agile Approach: A Case Study of Indonesian Telecommunication Company’s Transformation	Mr. Evan Naratama & Mr Muhammad Subhan Iswahyudi Human Capital <b>Business Partner, Telkom Indonesia</b>
12:00-12:20 pm (Including 5 min Q&A)	Addressing skill gaps in college placements in urban India	A/Professor Avanti Jog <b>DES Pune University, India</b>

Time	Day 1: Concurrent Session 2 AI in Industry-Specific Digital Transformation and Decision-making Venue: D003-003 Session Chair: Dr Phil Lignier	Presenters
Zoom Link	<a href="https://jcu.zoom.us/j/86090149273?pwd=x3RextKXDb0z1nf9DEHYs1tBjvO6rl.1">https://jcu.zoom.us/j/86090149273?pwd=x3RextKXDb0z1nf9DEHYs1tBjvO6rl.1</a> Password: 405581	
11:00 AM - 11:15 AM	BeefVantage: Expanding Knowledge and Transforming Decision-Making with Domain-Specific AI	Mrs Carrie-Ann Wilson <b>James Cook University, AU</b>
11:15 AM - 11:30 AM	Harvesting Intelligence: Sowing Seeds of A.I. Skills in Regional, Remote and Rural Australia	Mr Ben Archer <b>James Cook University, AU</b>
11:30 AM - 11:45 AM	Collaborative Problem-Solving for the ‘Polycrisis’	Dr James Juniper <b>University of Newcastle, AU</b>
11:45 AM - 12:00 PM	Digital Shift in Construction in Australia: Unlocking Potential with AI and Blockchain	Mrs Mansee Gupta <b>University of Sydney, AU</b>
12:00 PM - 12:15 PM	Detection of DDOS Attack in Cloud Computing Environment using Artificial Neural Network	Dr Swati Jaiswal <b>DES Pune University India</b>
12:15 PM - 12:30 PM	Q&A for all questions	





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Time	Day 1: Concurrent Session 3- Strategies for Sustainable Tourism and Village Development Venue: D003-003 Session Chair: Ms Dwi Sugiharti	Presenters
<b>Zoom Link</b>	<a href="https://jcu.zoom.us/j/86090149273?pwd=x3RextKXDb0z1nf9DEHYs1tBjvO6rl.1">https://jcu.zoom.us/j/86090149273?pwd=x3RextKXDb0z1nf9DEHYs1tBjvO6rl.1</a> Password: 405581	
1:00 PM - 1:20 PM (Including 5 minutes Q&A)	Increasing the Loyalty of Homestay Users in Nglanggeran Gunungkidul Tourism Village, Yogyakarta, Indonesia with Operational Risk Management Mediated by Satisfaction	Mr Amin Kiswantoro Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
1:20 PM – 1:40 PM (Including 5 minutes Q&A)	Organizational Communication Strategy to manage the competitive advantage value of Tourism Villages	Ms Prasiwi Citra Resmi Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
1:40 PM – 2:00 PM (Including 5 minutes Q&A)	Development Of Sustainable Tourism Competitiveness in Samiran Village Boyolali, Central Java, Indonesia	Mrs Kris C Ermawati Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
2:00 PM - 2:20 PM (Including 5 minutes Q&A)	The Role of Destination Attributes in Shaping Memorable Tourism Experiences (MTE): Investigating Hospitality from the Perspective of International Tourists in Bali	Mrs Teti Indriati Kastuti Sekolah Tinggi Pariwisata Ambarrukmo Indonesia

Time	Day 1: Concurrent Session 4 Regional Sustainability and Net Zero Initiatives Venue: Ideas Lab (D004-F001) Session Chair: Assoc Professor Diane Jarvis	Presenters
<b>Zoom Link</b>	<a href="https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1">https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1</a> Password: 160299	
1:00- 1:20 pm (Including 5 min Q&A)	Economic Development in Tropical Queensland & Net Zero: A Review of Challenges & Opportunities	Mr W S (Bill) Cummings Cummings Economics, Cairns
1:20- 1:40 pm (Including 5 min Q&A)	"The Vision Splendid": Greening Australia Felix	Dr Graeme Cotter James Cook University, AU
1:40-2:00 pm (Including 5 min Q&A)	Transforming the regions: The role of Indigenous/Social Enterprises in achieving Net Zero	Dr Narayan Gopalkrishnan James Cook University, AU
2:00-2:20 pm (Including 5 min Q&A)	Building a Better Bruce	Professor Colin Dwyer James Cook University, AU

Time	Day 1: Session 5 Innovation and Technology in Sustainable Tourism Venue: Ideas Lab (D004-F001) Session Chair: Assoc Professor Denis Tolkach	Presenters
<b>Zoom Link</b>	<a href="https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1">https://jcu.zoom.us/j/83405166986?pwd=nG8Ajp5pAqZfb6lFY03OJBvudGoyO2.1</a> Password: 160299	
2:45 PM – 3:05 PM (Including 5 min Q&A)	Automated Analysis of Tourist Sentiments Towards Sustainability and Health Secure Practices	Dr Osmond Ahn James Cook University, AU
3:05 PM – 3:25 PM (Including 5 min Q&A)	Luxury Transportation Innovations for Sustainability: Implementing of Research & Development	Ms Ema Rahmawati Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
3:25 PM – 3:45 PM (Including 5 min Q&A)	Visualizing Tourism Sustainability through Smart Tourism Technology in Lake Toba, Indonesia	Mr Robert La Are Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
3:45 PM - 4:00 PM (Including 5 min Q&A)	Trend of Lifestyle and Motivation of Gold Dragon Nightclub Visitors in Yogyakarta in Enjoying Nightlife Tourism	Mrs Fera Dhian Anggraini Sekolah Tinggi Pariwisata Ambarrukmo Indonesia



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Time	Day 2: Session 1- AI and Ethical Innovation Venue: Ideas Lab (D004-F001) Session Chair: Assoc Prof Josephine Pryce	Presenters
Zoom Link	<a href="https://jcu.zoom.us/j/85404770388?pwd=WDxD97WdQaRUdMa19fopNybgYlDbdl.1">https://jcu.zoom.us/j/85404770388?pwd=WDxD97WdQaRUdMa19fopNybgYlDbdl.1</a> Password: 944719	
9:00-9:15 am	AI and Ethical Considerations - what you need to know	Mr Omer Bernstein JCU Founder in Residence, Co Founder, Mindesigns
9:15-9:30 am	AI for Creating Safer School in Indonesia: An Ethical Considerations	Mr Rahmanda Nofal Arif University of Sydney
9:30- 9:45 am	Abstract art, AI, and AR: Nurturing resilience through creative expression	Dr Lydia Canovas Saiz Startups Australia DotCom
9:45- 10:00 am	Corporate Transparency Quality Index: A Holistic Approach to Assessing Corporate Disclosures	Ms Yashodha Hewage James Cook University, AU
10:00-10:15 Q&A for all presentations		

Time	Day 2: Session 2 Innovative Technologies for Sustainable Solutions Venue: Ideas Lab (D004-F001) Session Chair: Professor Sharon Schembri	Presenters
Zoom Link	<a href="https://jcu.zoom.us/j/85404770388?pwd=WDxD97WdQaRUdMa19fopNybgYlDbdl.1">https://jcu.zoom.us/j/85404770388?pwd=WDxD97WdQaRUdMa19fopNybgYlDbdl.1</a> Password: 944719	
10:30-10:50 am (Including 5 min Q&A)	Can generative artificial intelligence help or hinder sustainable marketing? GenAI and Sustainable Marketing: Applications, limitations and ethical considerations	Dr Breda McCarthy James Cook University, AU
10:50-11:10 am (Including 5 min Q&A)	Superior anti-clogging (SUPAC) dripline, helps you save 40% water	Dr Micheal Yang James Cook University, AU
11:10-11:30 am (Including 5 min Q&A)	Increasing the Loyalty of Tourist in Batulayang Bogor Tourism Village, West Java, Indonesia with Operasional Risk Management Mediated by Memorable Tourism Experience	Mr Asep Bahri Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
11:30-11:50 am (Including 5 min Q&A)	Integrating environmental engineering and sustainability principles in Civil Engineering curricula	Professor Sharon Schembri TAFE , Higher Education, QLD

Time	Day 2: Session 3 Driving Sustainability through Tourism and Consumer Innovation Venue: Ideas Lab (D004-F001) Session Chair: Ms Diana Castorina	Presenters
Zoom Link	<a href="https://jcu.zoom.us/j/85404770388?pwd=WDxD97WdQaRUdMa19fopNybgYlDbdl.1">https://jcu.zoom.us/j/85404770388?pwd=WDxD97WdQaRUdMa19fopNybgYlDbdl.1</a> Password: 944719	
12:30-12:50 pm (Including 5 min Q&A)	Leveraging Blockchain Technology to Combat Food Fraud and Waste: A Thematic Analysis within the SAFA Framework	Mr Habibu Sharif Ahmed James Cook University, AU
12:50-1:10 pm (Including 5 min Q&A)	Developing Kingdom Tour Packages in Indonesia: Implementing R&D - integration of Augmented Reality (AR) and Virtual Reality (VR) technology	Professor Sugiarto Sekolah Tinggi Pariwisata Ambarrukmo Indonesia
1:10-1:30 pm (Including 5 min Q&A)	Repurposing the World between the Plate and the Bin: Advancing SDG12 – A Case Study Analysis into behavioral, and operational factors contributing to food wastage in College Canteens.	Dr Rajeshwari Patil Sri Balaji University , India
1:30-1:50 pm (Including 5 min Q&A)	Dewi Tinalah: Its Challenge to Grow, Innovate, and Sustain	Professor Catur Sugiyanto Faculty of Economics and Business UGM, Indonesia





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Time	Day 2: Concurrent Session 4 AI and Digital Transformation in Education and Industry Venue: D003-003 Session Chair: Dr Shilpa Deo	Presenters
<b>Zoom Link</b>	<a href="https://jcu.zoom.us/j/87637104823?pwd=NPNXRnOjeUTR1RzFyDTqOgklnQIBle.1">https://jcu.zoom.us/j/87637104823?pwd=NPNXRnOjeUTR1RzFyDTqOgklnQIBle.1</a> Password: 187917	
2:00 PM – 2:20 PM (Including 5 min Q&A)	Factors Affecting Digital Transformation Implementation in Vietnamese Maritime Electronics Companies	Mr Thong Nguyen Ngoc Ho Chi Minh City Open University, Vietnam
2:20 PM – 2:40 PM (Including 5 min Q&A)	Reimagining Education: Applying the McKinsey 7S Model to Integrate AI, Ethics, and Sustainable Development	A/Prof Monika Gadre DES Pune University, India
2:40 PM – 3:00 PM (Including 5 min Q&A)	Potential Benefits, Risks, and Suggestions to Enhance Conversational Artificial Intelligence in Education	Ms Ayushi Patel DES Pune University, India
3:00 PM – 3:20 PM (Including 5 min Q&A)	The impact of AI on self-learning capabilities of employees in SMEs: A case study in Ho Chi Minh city, Vietnam	Ms Hang Truong Thi Le Nguyen Tat Thanh University, Vietnam

Time	Day 2: Concurrent Session 5 AI, Leadership, and Workforce Transformation in the Digital Age Venue: D003-063 Session Chair: Dr Graeme Cotter	Presenters
<b>Zoom Link</b>	<a href="https://jcu.zoom.us/j/82946192656?pwd=kZNYfxra4rtldmkVvJKjbEeoSbabbp.1">https://jcu.zoom.us/j/82946192656?pwd=kZNYfxra4rtldmkVvJKjbEeoSbabbp.1</a> Password: 422569	
2:00 PM – 2:20 PM (Including 5 min Q&A)	AI intervention, the Phenomenon of Silent Layoffs and Ethical Concerns: Fostering Insecurity and Distrust Among Employees	A/Prof Shreya Seth Sri Balaji University , India
2:20 PM – 2:40 PM (Including 5 min Q&A)	A study on Role of AI in Transforming HR Practices at IT Industries in Pune City	Dr G Gopalakrishnan Sri Balaji University , India
2:40 PM – 3:00 PM (Including 5 min Q&A)	Supporting remote workers through technology: A review of support systems and implications to leaders	Dr Leigh-Ann Onnis James Cook University, AU and Singapore
3:00 PM – 3:20 PM (Including 5 min Q&A)	Empowered Leadership: Guiding teams through the Age of Technology	Dr Vaishali Jundre DES Pune University, India

Time	Day 3- PhD Workshop: PhD Tips and Tricks Venue: D003-054 Workshop Facilitator : Assoc Professor Josephine Pryce	Presenters
<b>Zoom Link</b>	<a href="https://jcu.zoom.us/j/87993598977?pwd=glScqEfJbTYJDoaKExXbqRnQ35AcN2.1">https://jcu.zoom.us/j/87993598977?pwd=glScqEfJbTYJDoaKExXbqRnQ35AcN2.1</a> Password: 443102	
9:00- 10:30 am	<u>Part 1: Tackling Writers Block: Insights from a PhD Graduate</u> <u>Part 2: Dealing with Large Documents</u> <u>Part 3: Positionality and Reflexivity in the PhD Thesis</u> <u>Part 4: General Q and A about the HDR journey</u>	Dr Graeme Cotter Mr Mark Collins Assoc Professor Josephine Pryce



### **What is CITBA?**

The Centre for International Trade and Business in Asia (CITBA) is a dynamic and innovative research hub at James Cook University (JCU). As the sole research centre within the College of Business, Law, and Governance (CBLG), CITBA leads cutting-edge research initiatives and fosters research excellence, contributing to JCU's reputation as a forward-thinking institution in Australia.

### **Conferences and Events**

The Centre for International Trade and Business in Asia (CITBA) provides a valuable platform for academics, researchers, practitioners, and students to share their research findings with global experts. CITBA proudly organises the annual International Conferences on Business, Economics, Management, and Sustainability (BEMAS) to encourage the exchange of ideas and innovative research. Additionally, CITBA hosts the Sustainability, Economics, Innovation, Globalisation, and Organisational Psychology (SEIGOP) conference and other significant international and national events.

We invite you to explore our website for more information on these opportunities and upcoming conferences.

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### **Membership**

CITBA assists its members in developing their research careers by promoting areas of institutional research excellence, strengthening research capability, attracting external funding, fostering collaboration across disciplinary and Faculty boundaries, and enriching the research culture of the university and beyond.

### **Get connected**

Visit our website: <https://www.jcu.edu.au/citba>

Centre Head: [Associate Professor Taha Chaiechi, CITBA Australia](#)

Email: [citba@jcu.edu.au](mailto:citba@jcu.edu.au)

connect with us on LinkedIn: <https://www.linkedin.com/in/citba-james-cook-university-202841184/>

Follow us on Twitter: [@CITBA4](#)

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**Thank you for your participation and see you again in the  
future !**

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# KEY CONTACTS

## GENERAL INQUIRIES

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[CITBA@jcu.edu.au](mailto:CITBA@jcu.edu.au)

## CONFERENCE GENERAL CHAIR

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## CONFERENCE COORDINATOR

Ms Dwi Sugiharti [dwi.sugiharti@my.jcu.edu.au](mailto:dwi.sugiharti@my.jcu.edu.au)

JCU CRICOS Provider Code: 00117J



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