



MASUDEM Final Events

**Theme: Advancing Sustainability through Social Science,
Management, and Innovation**

Master Studies in Sustainable Development and Management

MASUDEM

Project 101082797

Call: Erasmus-EDU-2022-CBHE

Dates: November 13–14, 2025

Location: International College of National Institute of
Development Administration (ICO NIDA), Bangkok, Thailand

Format: Hybrid



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Day 1 – Thursday, November 13, 2025

Venue: Sayamoboromrajkumari Building, 2nd Floor, Room number 201

Moderator: Ms. Hathaikarn McLaughlin, ICO NIDA

MS Team Link

[General](#) | [MASUDEM Main Room](#) | [Microsoft Teams](#)

MS Team Code

8r4yrub

Time	Topic	Presenter
8.30-9.00	Registration	
9.00- 9.40	Opening ceremony Group photo session	Professor Tippawan Lorsuwannarat -President of NIDA Assist Prof. Sid Suntrayuth -Dean of ICO NIDA Anetta Caplanova, -MASUDEM project coordinator
9.40-10.10	Keynote Topic: AI-Enabled Teaching in the Global South: Opportunities, Challenges, and the Future of Digital Education	Prof. Durgesh Tripathi, PhD -Dean University School of Mass Communication, Guru Gobind Singh



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Time	Topic	Presenter
		Indraprastha University Delhi, India.
10.10-10.20	Coffee Break	
10.20-10.40	Topic: Sustainability in the Spotlight – Views from Europe 1.	Assist Prof, Ľubomír Darmo, PhD EUBA
10.40-11.00	Topic: Empowering Future Sustainability Leaders through Mendel University's Contribution to MASUDEM	Assoc. Prof. Nataliia Tkalenko, PhD MENDEL
11.00-11.20	Topic: Empowering Student Success: From ELTE to the MASUDEM Network- Scaling Up Student Support and Mentoring Practices	Rita Takács, PhD, Viktória Nagy, and Anna Gogibedasvili ELTE
11.20-11.40	Topic: Application of Sustainability in Selected Business Institutions in the EU	Ing. Gabriel Adamek No Gravity
11.40-12.00	Topic: Advancing sustainability, innovation, and international collaboration: managing the impact of Erasmus+ MASUDEM at UII	Ir., M.Arch. Wiryono Raharjo, PhD. UII
12.00-13.00	Lunch and Spiritual Break	
13.00-13.20	Topic: Transforming Logistics Education: NU's Journey to Sustainability in Logistics and Supply Chain through MASUDEM Integration	Assoc. Prof. Kullapa Soratana, PhD NU
13.20-13.40	Topic: MASUDEM Study Concentration: SWU ECON on Behavioral & Development Economics Policy	Assoc. Prof. Suppanunta Romprasert, PhD SWU
13.40-14.00	Topic: Beyond the Degree: Take the Students to the Next Level with MASUDEM Project	Prof. Asep Hermawan, PhD Trisakti
14.00-14.15	Q&A Conclusions	
14.15-14.30	Coffee Break	



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Time	Topic	Presenter
14.30-14.50	Topic: Efficient Dissemination Strategy	Professor Rocío Bonsón, PhD An Expert in Marketing CEU Fernando III, CEU Universities. (online)
14.50-15.10	Topic: Sustainability in the Spotlight: Views from Europe — CDR Disclosure as an Integrated Part of Sustainability Reporting	Prof. Raul Sanchez, PhD UPO (online)
15.10-15.30	Topic: Mainstreaming Sustainability Management: The Integration of MASUDEM in the MBA FEB UGM Curriculum	Prof. Nurul Indarti, PhD. UGM
15.30-15.50	Topic: Connecting Global Frameworks with Local Realities: MASUDEM Curriculum and Thai Student Engagement	Assoc. Prof. Aweewan Panyagometh, PhD ICO NIDA
15.50-16.00	Summary & Closing Remarks	
16.15	Cruise departure 19.00 Cruise Return 21.00 Van pickup location: NIDA Gate 1 Departure time: 16.30	
19.00	Dinner Cruise at White Orchid River Cruise Welcome aboard the White Orchid River Cruise and spend an exciting and memorable 2 hours-long evening International buffet and seafood Location: Asiatique The River Front (Pier2), Bangkok, Thailand, Bangkok	



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Day 2 – Friday, November 14, 2025

Venue: Navamin Building, 5th Floor

Moderator: Assoc. Prof. Nataliia Tkalenko , PhD (MENDELU)

MS Team Link

[General](#) | [MASUDEM Main Room](#) | [Microsoft Teams](#)

MS Team Code

8r4yrub

Time	Topic	Presenter
8.30-9.00	Registration	
9.00-9.30	Keynote Topic: Towards a Greener Economy: Business Education through the Lens of Sustainable Development	Prof Peerayuth Charoensukm ongkol, PhD ICO NIDA
9.30-10.00	Keynote Topic: Strengthening CSR and Ethical Governance: Indonesian Experiences in Sustainable Multi-Stakeholder Collaboration	Maria Ariesta Utha, PhD Trisakti
10.00-10.15	Coffee break	



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Parallel Session I: Sustainability in Education

Moderator: Professor Nurul Indarti, PhD (UGM)

MS Team Link:

[General | Session I: Sustainability in Education | Microsoft Teams](#)

MS Team Code:

Ldzorhb

Time	Topic	Presenter
10.15-10.40	Topic: Challenges in Integrating Sustainability into Higher Education Curricula in the UK	Prof Ibrahim Sirkeci, PhD International Business School, Manchester, UK (online)
10.40-11.05	Topic: How to teach international students and develop successful student services Subtitle: ASSIST – Academic and Social Support of International Students, a good practice	Viktória Nagy, PhD, Rita Takács, PhD, Zsuzsa Kaló, Zoltán, PhD ELTE Budapest (on-site)
11.05-11.30	Topic: UN SDGs in the Global South: Incorporating Sustainability in Film Education	Sachin Bhart, PhD and Priyanka Yadav, PhD Guru Gobind Singh Indraprastha University, India (online)
11.30-11.55	Topic: Do Smart Education Tools (AR, VR) aid Climate Literacy?"	Prof. Sharma Ramesh Kumar, PhD and Surbhi Tandon, PhD Guru Gobind Singh Indraprastha University, New Delhi, India (online)



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12.00-13.00	Lunch and Spiritual Break	
Parallel Session II: Sustainability in Society Moderator: Rita Takács, PhD (ELTE) MS Team Link: General Session II: Sustainability in Society Microsoft Teams MS Team Code: 2umhqq8		
10.15-10.35	Topic Exploring the Impact of Green Banking Perception and Digital Transformation on Bank Sustainability: A Green Finance Mediation Approach	Sofi Salfira Anjharsari, Farah Margaretha Leon, Yosephina Endang Purda, and Kristian Chandra Trisakti (on-site)
10.35-11.00	Topic: Does the renewable energy and green investment affect carbon emissions in the Indonesian mining industry?	Herik and Maria Ariesta Utha Trisakti (on-site)
11.00-11.20	Topic: Green low-cost adsorbent for removal of Lead (Pb) ion in water to support Clean Water and Sanitation (SDGs 6)	Prof Eko Siswoyo, PhD UII (on-site)
11.20-11.40	Topic: Leveraging AI for the Real-Time Environmental Risk Assessments and Resource Optimization: Smart City Models and Metro Locations, India	Singh, Namit Vikram, Dr. Delhi School of Journalism, University of Delhi, India (online)
11.40-12.00	From Transition-Era Migration to Contemporary Mobility: The Changing Characteristics of Slovak Return Migrants	Oksinenko, Valeria



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		Bratislava University of Economics and Business (online)
12.00-13.00	Lunch and Spiritual Break	

Parallel Session III: Sustainability on Social Media

Moderator: Yuanfeng Cai, PhD

MS Team Link:

[General | Session III: Sustainability on Social Media | Microsoft Teams](#)

MS Team Code:

x10ypf3

13.00-13.25	Topic: Digital Transformation and Sustainability: Examining Delhi's Social Engagements through Social Media (2020–2025)	Walter, Arhaan and Sannidhi Institute of Information Technology and Management (IITM), India (online)
13.25-13.50	Topic: Enabling Sustainable Startups Through Social Media: A Study of Youth Entrepreneurs in India	Priyanka Sachdeva, PhD University of Delhi, India (online)
13.50-14.15	Topic: Understanding AI-Generated Content on Social Networking Sites: A Survey-Based Study on Platform Specific User Engagement'	Aggarwal, Sakshi and Prof Durgesh Tripathi, PhD



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		GGSIPIU, India (online)
14.15-14.40	Topic: Asylum and Migration Law and Social Sustainability: Building Inclusive Futures	Sözen, Ü. Sezgi, PhD University of Hamburg, Germany (online)
14.40-15.00	Coffee Break	
15.00-15.25	Topic: Institutional dynamics and governance structures in shaping CSR, social entrepreneurship, and private equity investment	Professor Charbel Salloum, PhD EM Normandie Business School, France (online)
15.25-15.50	Topic: The Effect of Environmental, Social, and Governance (ESG) Disclosure on Firm Value: A Comparative Study of Non-Financial Firms in Indonesia and Malaysia	Andrian and Abdul Moin, PhD UII (on-site)
15.50-16.15	Topic: Harnessing Digital Transformation to Advance ESG Performance in the Healthcare Sector: A Strategic Pathway Toward Sustainable Development	Al Alam, Adel, PhD EM Normandie/Métis Lab, France (online)
16.15-16.40	Topic: Digital Engagement and Ecosystem Inequalities in Vietnamese Pottery Villages	George Lodorfos, PhD Leeds Business School, UK (online)
16.40-17.00	Q&A Conclusions	



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Parallel Session IV: Sustainability in Finance

Moderator: Assoc. Prof. Kullapa Soratana (NU)

MS Team Link:

[General | Session IV: Sustainability in Finance | Microsoft Teams](#)

MS Team Code:

9clz2ni

13.00-13.25	Topic: m-Apps Customer Engagement to Continuance Intention Through the S-O-R model	Claudius V. Sebastian Irwan Trisakti (online)
13.25-13.50	Topic: The Role of Governance in Shaping CSR & Financial Outcomes in Portuguese SMEs	Renato Pereira, PhD ISCTE Business School, Lisbon, Portugal (online)
13.50-14.15	Topic: Social Accounting: When Numbers Meet Humanity in Business	Assoc. Prof Hajer Jarrar, PhD Excelia Business School, France (online)
14.15-14.40	Topic: Towards Resilience and Responsibility: Redefining Sustainable Supply Chains in the Age of Global Challenges	Sarwar Dilshad, PhD Independent Researcher, UK (online)
14.40-15.00	Coffee Break	
15.00-15.25	Topic: ESG Ratings and Investment Performance: Evidence from Tech-heavy Mutual Funds	Prof. Amir Hasnaoui, PhD Excelia Business School, La Rochelle, France (online)



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15.25-15.50	Topic: Work changes in the era of globalization	Prof Giuseppe Ciccone, PhD Universita Internazionale Uninettuno Roma, Italy (online)
15.50-16.15	Topic: Exploring Household Vulnerability and Resilience through an SLF Lens: A Study on the Coastal Community of Balasore. Odisha	Sidharth Verma and Durgesh Tripathi GGSIPU, India (online)
16.15-16.40	Topic: Urban Inclusion in Delhi: Humanizing Social Equity through Media and Community Engagement	Nivedita Sharma, PhD and Pranjal Khanna, PhD GGSIPU, India (online)
16.40-17.00	Q&A Conclusions	



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Student Session

Parallel Student Session I: Corporate Governance, CSR, and Ethical Leadership Moderator: Assoc. Prof. Vesarach Aumeboonsuk MS Team Link General Student Session I: Corporate Governance, CSR, and Ethical Leadership Microsoft Teams MS Team Code: dl5v6ho		
10.15-10.40	Topic: How corporate social responsibility affects organizational commitment of Gen-Z employees	Andry Sebastian Pongoh and Medina Nilasari Trisakti (on-site)
10.40-11.05	Topic: Customer Perception of Corporate Social Responsibility and Anti-Fraud Practices in Improving Customer Retention: A Study of Gas Stations in Jakarta, Indonesia	Ahmad Irhamuddin and Renny Risqiani Trisakti (on-site)
11.05-11.30	Topic: The Influence of Greenwashing Perceptions on Purchasing Decisions for Environmentally Friendly Products: A Case Study of Bottled Drinking Water Consumers	Sri Libri Kusnianti Trisakti (on-site)
11.30-11.55	Topic: The Influence of Corporate Governance on Corporate Social Responsibility (CSR) Disclosure in Energy Sector Companies Listed on the Indonesia Stock Exchange (IDX)	Firman Messias and Bahtiar Usman Trisakti



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		(online)
12.00-13.00	Lunch and Spiritual Break	
13.00-13.25	Topic: Advancing Inclusive CSR Strategies through Community Entrepreneurship: Empowering Persons with Disabilities in Indonesia's Oil and Gas Sector	Djulianto Tasmat and Erny Tajib Trisakti (online)
13.25-13.50	Topic: CSR and Ethical Governance in the Energy Industry for Sustainability	Kurnia Irawati UII (online)
13.50-14.15	The Role of Sustainable Leadership in Enhancing Work Engagement and Reducing Quiet Quitting with the Moderating Effect of Perceived Organizational Support: Conceptual Paper	Wan Zariana Sinta UII (online)
14.15-14.40	Topic: The Sequential mediation roles of green shared vision and green work climate in driving sustainability policy and green HRM into pro-environmental behaviors: Evidence from Thai Firms	Angkana Kreeratiratanalak ICO NIDA (online)
14.40-15.00	Coffee Break	
15.00-15.25	Topic: Dashboard Design and Development for Executive Decision Support and Performance Monitoring: A Case Study of Pelindo Pension Fund	Midson Ramadonal, Sunun Tati NU (online)
15.25-15.40	Q&A Conclusions	



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Parallel Student Session II: Green Innovation, Waste Management, Sustainable Production, and Circular Economy

Moderator: Assist Prof Marisa Laokulrach, PhD

MS Team Link:

[General | Student Session II: Green Innovation, Waste Management, Sustainable Production, and Circular Economy | Microsoft Teams](#)

MS Team Code:

6h6zfwz

10.15-10.40	Topic: Underlying factor of green innovation among fashion business in Indonesia	Wildan Wardana UGM (on-site)
10.40-11.05	Topic: Determinants of sustainable food waste management behaviour: Study on Yogyakarta province	Ferly Arvidia Anindita UGM (on-site)
11.05-11.30	Topic: Implementation of Sustainable and Green Manufacturing with Environmentally Friendly Innovations: Case Study of PT. Avo Innovation Technology (Avoskin)	Nabila Salma Hafizhah UII (on-site)
11.30-11.55	Topic: Sustaining Heritage Through Innovation: A Study of Indonesia's Evolving Herbal Industry	Denona Mumtaza Firyal Maliha UII (on-site)
12.00-13.00	Lunch and Spiritual Break	
13.00-13.25	Topic: From Farm to Flame Control: A Chemical-Free Fire Suppressant as a Circular Economy Innovation for Sustainable Firefighting	Talitha Shabrina UII (online)



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13.25-13.50	Topic: Developing Green Skills Through Human Resource Strategies: Case Study at PT. INKA Indonesia	Honesty Artanty UII (online)
13.50-14.15	Topic: Inclusive Banking for the Elderly in the Digital and Sustainable Era	Fitri Rahayu Anggorowati UII (online)
14.15-14.40	Exploring the Attitude-Behavior Gap in Sustainable Consumption within the Fast Fashion Industry	Lilis Karlina UII (online)
14.40-15.00	Coffee Break	
15.00-15.25	Topic: Understanding Residents' Resource-Saving Behavior: The Interplay of Human–Environment Interaction, Social Influence, and Mediating Roles of Local Ownership and Environmental Responsibility	Jie Zhou ICO NIDA (online)
15.25-15.50	Topic: How Consumer Environmental Knowledge, Personal Attitude, Media Influence, and Government Support affect 1990s consumer green purchase behavior	Ziqi Qin ICO NIDA (online)
15.50-16.05	Q&A Conclusions	



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Parallel Student Session III: Digital Governance, AI Applications, Resilience, and Social Learning

Moderator: Chai Ching Tan, PhD

MS Team Link:

[General | Student Session III: Digital Governance, AI Applications, Resilience, and Social Learning | Microsoft Teams](#)

MS Team Code:

rcnjzy3

10.15-10.40	Topic: Lessons learned from the failures experienced by alumni of the Japanese internship program	Sony Wijaya UGM (on-site)
10.40-11.05	Topic: Edible cutlery on consumer awareness	Nawaphum Phanfak SWU (on-site)
11.05-11.30	Topic: Live Commercial E-Commerce	Kaokiat Boonmee SWU (on-site)
11.30-11.55	Topic: Artificial Intelligence and Post-Work Economy Analysis	Zidong Lu SWU (on-site)
12.00-13.00	Lunch and Spiritual Break	
13.00-13.25	Topic: AI-Powered Prompt Design for Sustainable Project Governance through Feasibility Evaluation and Scheduling Efficiency	Berliando Rahmadanto Pamudya UII (online)



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13.25-13.50	Topic: The Role of Data Governance in Building Digital Consumer Trust: A Case Study of PT GDNTbk's ISO 27001 Certification in 2024	Mohammad Zauki UII (online)
13.50-14.15	Topic: Exploring ESG Issues in Thailand's Plastic Resin Industry	Kannikar Kongnak NU (online)
14.15-14.40	Topic: Developing an LCA Framework for China's Fast Fashion Supply Chain	Nan Lin and Kullapa Soratana NU (online)
14.40-15.00	Coffee Break	
15.00-15.25	Topic: Integration of Economic, Social, and Environmental Aspects in Intercity Bus Transportation Business	Sri, Maria Clara Wresti Radite, Santosa, and Budi Trisakti (online)
15.25-15.40	Q&A Conclusions	



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