

TERMS OF REFERENCE

International Conference on Digital Transformation in Business and Organizations (ICDTBO) 2026

I. Introduction

I.1. Rationale

The rapid acceleration of digital transformation has fundamentally altered business models, organizational structures, and operational paradigms across various industries, both in Indonesia and globally. Within the Indonesian context, digital transformation represents both an opportunity for economic growth and a challenge that necessitates strategic direction in addressing complex issues. The pandemic has further served as a significant catalyst that underscored the urgency for organizations to adopt digital technologies, thereby generating a critical need for evidence-based research, knowledge exchange, and collaborative dialogue among academics, practitioners, and policymakers.

Despite the dramatic advances in digital technologies and the growing body of research on digital transformation, several questions remain unanswered:

1. How organizations in emerging economies such as Indonesia can successfully navigate digital transformation.
2. How the intersection between digital innovation and sustainability requirements can be managed.
3. Contextually relevant implementation frameworks that engage local institutions, culture, and infrastructure.
4. Comparative perspectives between Indonesian and global experiences in digital transformation practices.

I.2. Institutional Context

Universitas Pendidikan Indonesia (UPI), through its Master of Business Administration programme, recognises the importance of contributing to critical scholarly discourse. As one of the leading educational institutions in Indonesia with a strong commitment to frontier research and societal impact, UPI has designed this initiative to facilitate an international conference that enhances both the theoretical understanding and practical application of digital transformation principles. The Master of Business Administration programme at UPI, with its focus on developing transformative organisational leaders, aims to serve as a platform for academic exchange, evidence-based policy dialogue, and the bridging of industry-academia collaboration in the domain of digital transformation, through the organisation of the International Conference on Digital Transformation in Business and Organizations (ICDTBO) 2026.

I.3. Conference Objectives

1. To advance academic understanding of digital transformation in business and organisational contexts through the presentation and discussion of original research.
2. To facilitate dialogue between Indonesian and global perspectives on digital transformation strategies, challenges, and opportunities.
3. To establish and strengthen collaborative networks among researchers, practitioners, and policymakers in the field of digital transformation.
4. To provide a platform for researchers to present their work and receive feedback from peers.
5. To generate perspectives that may be utilised in the formulation of policies supporting sustainable digital transformation.

I.4. Expected Outcomes

1. Academic outcomes in the form of a conference proceedings with ISSN and DOI for all accepted articles, as well as high-quality articles submitted to journal publications.
2. Networking outcomes in the form of partnerships established between Indonesian and international institutions.
3. Knowledge dissemination through the distribution of research findings to the broader community.

II. Theme and Scope

II.1. Conference Theme

"Driving Sustainable Growth through Digital Innovation: Indonesian and Global Perspectives"

II.2. Conference Scope

The international conference invites conceptual, methodological, and empirical contributions across the following thematic tracks:

Track	Topics
Track 1 Digital Transformation Strategy & Leadership	<ul style="list-style-type: none">• Digital strategy formulation and implementation• Leadership in the digital age• Organizational change management for digital transformation• Digital maturity models and assessment frameworks• Strategic alignment of digital initiatives with business objectives

<p>Track 2 Digital Innovation in Business Models & Operations</p>	<ul style="list-style-type: none"> • Digital business model innovation • Platform-based business models • Digital entrepreneurship and startups • Digital supply chain and operations management • E-commerce and digital marketplaces • Financial technology (FinTech) innovations
<p>Track 3 Sustainability & Technology in Organizations</p>	<ul style="list-style-type: none"> • Sustainable digital transformation practices • Green technology adoption • Digital solutions for circular economy • Social impact of digital transformation • Digital inclusion and accessibility • Environmental implications of digitalization
<p>Track 4 Emerging Technologies in Business Context</p>	<ul style="list-style-type: none"> • Artificial Intelligence and Machine Learning applications • Blockchain and distributed ledger technologies • Internet of Things (IoT) in business • Big Data analytics for business intelligence • Cloud computing and edge computing • Cybersecurity in digital organizations
<p>Track 5 Digital Transformation in Specific Sectors</p>	<ul style="list-style-type: none"> • Digital transformation in manufacturing (Industry 4.0) • Digital health and telemedicine • Educational technology and digital learning • Smart cities and digital government • Digital agriculture and food systems • Digital transformation in SMEs
<p>Track 6 Human and Social Dimensions</p>	<ul style="list-style-type: none"> • Digital skills and workforce transformation • Organizational culture in digital environments • Customer experience in digital ecosystems • Digital ethics and responsible innovation • Privacy and data governance • Digital divide and inequality

III. Conference Structure

Date	Thursday, 25 June 2026
Venue	School of Postgraduate Studies, Universitas Pendidikan Indonesia, Bandung
Format	Hybrid (On-site and Virtual)
Programme	Morning Session <ol style="list-style-type: none">1. Opening Ceremony2. Keynote Addresses3. Panel Discussion Afternoon Session <ol style="list-style-type: none">1. Article Presentations (Parallel Sessions)2. Closing Ceremony
Language	English (articles, presentations, and proceedings)
Target Participants	<ol style="list-style-type: none">1. Researchers / Academics2. Industry Practitioners3. Students
Conference Fees	Early Bird Rate: <ol style="list-style-type: none">1. Regular: IDR 1,800,0002. Co-host: IDR 1,500,0003. Co-organizer: Free of charge Normal Rate: <ol style="list-style-type: none">1. Regular: IDR 2,000,0002. Co-host: IDR 1,800,0003. Co-organizer: Free of charge For the 2nd article onwards by the same author: <ol style="list-style-type: none">1. Regular: 20% discount from applicable rate (early bird or normal)

IV. Keynote Speakers

1. Dr. Zalena Mohd.

Academic Profile

Dr. Zalena Mohd. is an academic affiliated with Taylor's University, Subang Jaya, Malaysia. She currently holds the position of Programme Director, Team Entrepreneurship, and Senior Lecturer at Taylor's University (Taylor's Business School). Dr. Zalena obtained her PhD from Universiti Putra Malaysia, her MBA from the

International Islamic University Malaysia, and her Bachelor of Business Administration from Universiti Teknologi MARA (UiTM). Her research interests are primarily focused on team entrepreneurship, social media marketing, and AI-driven business sustainability. Her earlier work concentrated on franchising and retail, with particular attention to franchisee characteristics and success factors. Dr. Zalena is a prolific academic whose works include a study on trust as a mediator between entrepreneurial capacity and franchise commitment (2020), franchisee characteristics affecting business success (2019), and a co-authored study on the integration of social media marketing within the Technology Acceptance Model (TAM) in the context of SMEs (2023).

2. Norzalila Jamaludin, PhD.

Academic Profile

Dr. Norzalila Jamaludin is an academic at the School of Business Management, Universiti Utara Malaysia (UUM), with research and teaching expertise spanning management information systems, organisational behaviour, and change management. She holds a Bachelor of Business Administration from Universiti Teknologi MARA (UiTM), a Master of Business Administration from Universiti Sains Malaysia (USM), and a doctorate in the area of Change Management. Prior to her academic appointment, she accumulated professional experience in Malaysia's automotive industry, bringing an applied perspective to her scholarly work. At UUM, she has been actively involved in graduate supervision at the MSc level and has contributed to various academic governance committees within the School of Business Management.

V. Co-Host Partnership Offer

We extend an invitation to higher education institutions to join as co-host of this international scientific conference. The benefits of becoming a co-host include the following:

1. The opportunity for articles to be published in Scopus-indexed proceedings or reputable national journals.
2. A Memorandum of Understanding (MoU) between the School of Postgraduate Studies and the Master of Business Administration Programme and the co-host institution.
3. The co-host institution's university or unit logo featured in all conference promotional materials.
4. The opportunity to designate one (1) lecturer to serve as a session chair in a parallel session corresponding to their area of competence, with the issuance of a certificate of participation.

The requirements for becoming a co-host of the scientific conference are as follows:

1. To submit and present a minimum of seven (7) articles at the scientific conference.

2. To remit the conference fee at the co-host rate in accordance with the agreed registration period.
3. To collaborate with the conference organising committee for all administrative purposes.

VI. Co-Organizer Partnership Offer

Becoming a co-organizer represents a distinct and significant role within this scientific conference. The co-organizer holds a privileged status compared to co-host institutions, as only one institution may assume this role. The benefits of becoming a co-organizer include the following:

1. The right to submit up to twelve (12) scientific articles without incurring any conference fee.
2. The right to establish a distinct conference name using the format: ICDTBO - _____.
3. Equal logo placement on all promotional materials, proportionate to that of UPI.
4. Full participation in conference organisation without bearing operational responsibilities.
5. The opportunity for articles to be published in Scopus-indexed proceedings or reputable national journals.
6. A Memorandum of Understanding (MoU) between the School of Postgraduate Studies and the Master of Business Administration Programme and the co-organizer institution.

The requirements for becoming a co-organizer are as follows:

1. To contribute IDR 50,000,000 (fifty million rupiah) to the conference organiser.
2. To collaborate with the conference organising committee for all administrative purposes.
3. The deadline for submission of interest in this offer is 15 April 2026.

VII. Contact Information

For further information, please contact the ICDTBO 2026 organising committee:

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Official Email: | icdtbo@upi.edu