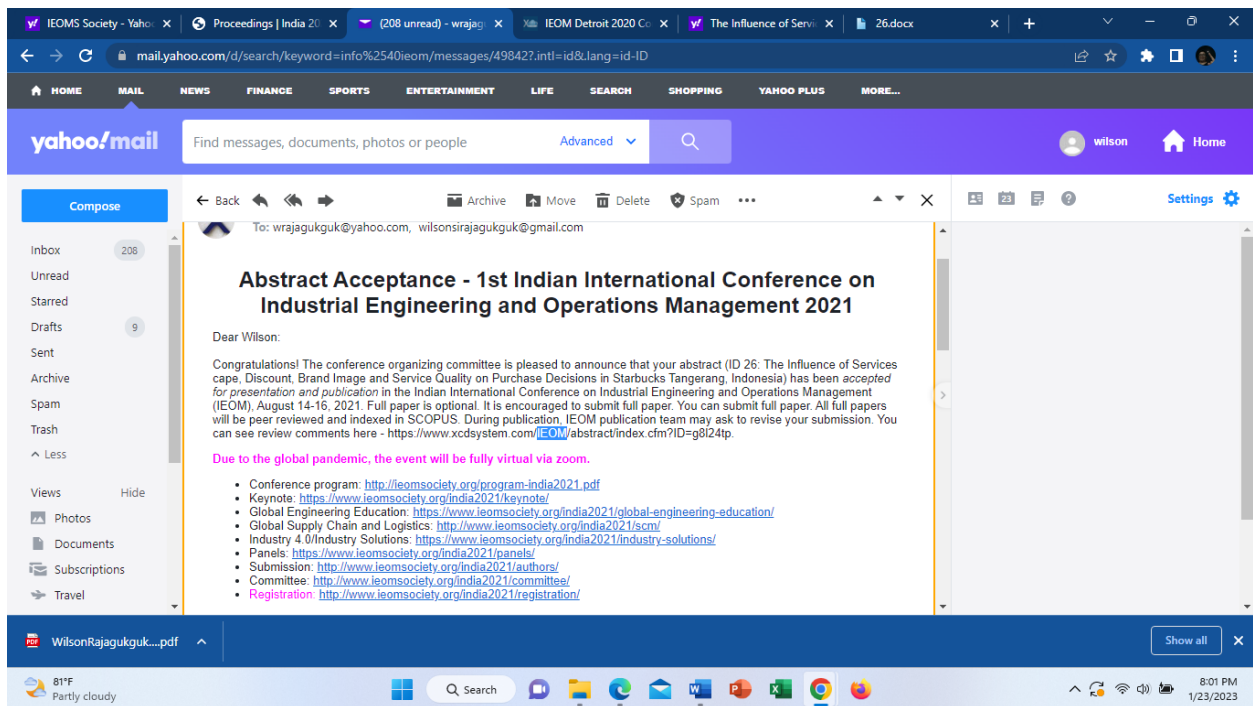


18.

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Paper Acceptance - IEOM India Conference, August 16-18, 2021 (Scopus Indexing) Yahoo/Inbox

1st Indian International Conference on Industrial Engineering and Operations Management 2021
 To: wilson.rajagukguk@uki.ac.id, wrjagukguk@yahoo.com
 Tue, Jun 8, 2021 at 2:24 AM

Paper Acceptance - 1st Indian International Conference on Industrial Engineering and Operations Management 2021

Dear Wilson :

Congratulations! The conference organizing committee is pleased to announce that your paper (ID 88: The Influence of Brand Image, Perception of Trust, Perceived Convenience and Security Transactions on JD.ID Customer Purchase Decision during the Pandemic Covid 19) has been accepted for presentation and publication in the Indian International Conference on Industrial Engineering and Operations Management (IEOM), August 16-18, 2021. All full papers will be peer reviewed and indexed in SCOPUS. During publication, IEOM publication team may ask to revise your submission. You can see review comments here - <https://www.xcdsystem.com/IEOM/abstract/index.cfm?ID=g0824p>.

Due to the global pandemic, the event will be fully virtual via zoom.

- Conference program: <http://ieomsociety.org/program-india2021.pdf>
- Keynote: <https://www.ieomsociety.org/india2021/keynote/>
- Global Engineering Education: <https://www.ieomsociety.org/india2021/global-engineering-education/>
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Dr. Bhaskar Bhandarkar, Director General, Institution for Innovation Industrial Engineering and Entrepreneurship India and Former Chairman Indian Institution of Industrial Engineering

Keynote Speakers

- Dr. Devdas Shetty, Dean, School of Engineering and Applied Sciences, University of the District of Columbia, Washington, DC, USA
- Dr. Bala Bharadvaj, Globally recognized Aerospace Expert, Former MD of Boeing India Engineering & Technology Center, Advisor and Former President of SAEINDIA, Bangalore, India
- Dr. Prem Vrat, Pro-Chancellor, NorthCap University, Gurugram, Haryana, India and Professor of Eminence & Chief Mentor
- Mr. Ramanathan Narayanan, Managing Director and CEO, San Engineering, Bangalore, India
- Prof. Vikas Kumar, Director of Research and Scholarship and Professor of Operations and Supply Chain Management, Bristol Business School, University of the West of England, Bristol, UK
- Dr. S. Viswanathan, Professor of Operations Management and Associate Dean (Research), Nanyang Business School, Nanyang Technological University, Singapore
- Dr. Venugopal G, General Manager and Head, Digital Advisory and Industry 4.0, Robert Bosch Engineering and Business Solutions, Bangalore, Karnataka, India
- Dr. Abid Haleem, Professor, Department of Mechanical Engineering, Faculty of Engineering and Technology, Jamia Millia Islamia, New Delhi -110025, India

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Please note the following points for the final version preparation:

1. Authors MUST follow the 2021 IEOM Paper Template - <http://ieomsociety.org/paper-india2021.docx>.
2. The paper is limited to 12 pages.
3. Pages should NOT be numbered.
4. Final version should be in MS Word with conference header, footer and IEOM guidelines.
5. For each author, a short bio around 250 words needs to be included at the end of the paper.
6. The final version submission deadline is July 30, 2021.
7. At least one author needs to present the paper.
8. Authors must register to enable the organizing committee to include your abstracts in the conference program and proceedings. Please complete your **registration payment by July 15, 2021**: <https://www.xcdsystem.com/IEOM/attendee/index.cfm?ID=HVkL8bE>.

If you need a formal acceptance letter, please contact info@ieomsociety.org with your abstract id & title, name, affiliation and address.

The IEOM Society is expecting another exciting event in India. Some events and activities planned include: outstanding keynote speakers, global engineering education, Industry 4.0, industry solutions, student competitions (High School/Middle School STEM, senior design project, undergraduate paper, graduate paper, masters' thesis, doctoral dissertation and simulation), panel sessions, recognition and awards.

We look forward to seeing you at the IEOM India Conference

Regards,

The Organizing Committee
IEOM India Conference, August 16-18, 2021
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Anisa R Rahmawati and Omias B Samosir, Faculty of Economics and Business, Universitas Indonesia, Depok, 16424, Indonesia

ID 043 Inventory and Supply Chain Management for E-Commerce based Supermarkets enabled by Cloud Services with Actor-Dependency Models
Rishabh Tripathi, Abhishek Shukla and Subhas Chandra Misra, Indian Institute of Technology Kanpur, Kanpur-208016, Uttar Pradesh, India

ID 054 Facilities Planning in the Post COVID-19 World Yash Gandhi University of Houston United States

4:00 – 5:45 pm, TUESDAY Business Management Room 3
Session Chair: P Manoj Kumar, K G Reddy college of Engineering & Technology, Moinabad, Rangareddy Dist, Telangana state, India

ID 005 Values And Personality Types Of Market Mavens And Opinion Leaders In The E-World
RRK Sharma, Department of IME, IIT Kanpur 208016 India, Arjali Sharma, Department of IME, IIT Kanpur 208016 India

ID 053 Value Engineering in HVAC Systems
Jehoram P x A, Perez, Maria Victoria D, Rada & Ma, Janice J. Gumasing, School of Industrial and Engineering Management, Mapua University, 656, Muralla St, Intramuros, Manila, 1002 Metro Manila

ID 026 The Influence of Services cape, Discount, Brand Image and Service Quality on Purchase Decisions in Starbucks Tangerang, Indonesia
Erico and John Tampil Parba, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia, Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia, Wilson Rajagukguk, Department of Management Faculty of Economics and Business, Universitas Kristen Indonesia, Jakarta, Indonesia

ID 144 Customer Convenience: A Cause for Technological Changes in Banking Sector
Prabhavathi K, and Dinesh G. P. Ballari Institute of Technology and Management, Affiliated to VTU, Bellary, Karnataka, India, Ravi Karth B. K. and C. S. P. Rao, National Institute of Technology - Andhra Pradesh, India

ID 149 Moving towards a cleaner world with the Circular Economy practices concerning the SMEs in Visakhapatnam's Ice-cream Industry
Mukesh Kondala, Department of Operations Management, GITAM (Deemed to be University), Visakhapatnam, India, Subhdeep Mukherjee, Department of Operations Management, GITAM (Deemed to be University), Visakhapatnam, India

ID 229 Prevention of Soil Erosion by Sustainable Phytoremediation Process Using Solar Irrigation & Fertilization System
P Manoj Kumar and Mahesh Reddy, Department of Mechanical Engineering, K G Reddy college of Engineering & Technology, Moinabad, Rangareddy Dist, Telangana state, India

August 17, 2021 (Tuesday) - Session: 6:00 – 7:45 pm

6:00 – 7:45 pm, TUESDAY Industry Solutions and Industry 4.0 IV Room 1
Session Chair: Satya Saurabh Khosla, Adimode Transnational Trading LLC, Dubai, UAE

Continue from previous session

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Bangalore, India, August 16-18, 2021

The Influence of Services cape, Discount, Brand Image and Service Quality on Purchase Decisions in Starbucks Tangerang, Indonesia

Enrico and John Tampil Purba
Department of Management Faculty of Economics and Business
Universitas Pelita Harapan, Tangerang-15811, Indonesia
Corresponding author: john.purba@uph.edu

Sidik Budiono
Department of Management Faculty of Economics and Business
Universitas Pelita Harapan, Tangerang-15811, Indonesia
sidik.budiono@uph.edu

Wilson Rajagukguk
Department of Management Faculty of Economics and Business
Universitas Kristen Indonesia, Jakarta, Indonesia
wilson.rajagukguk@uki.ac.id

Abstract

The dynamics of generational consumer behavior in this millennium are very diverse, so this study aims to see the

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