

## Klarifikasi Prosiding

Nama Seminar / Prosiding :

**The International Conference on Industrial Engineering and Operations Management  
Sao Paulo, Brazil, April 5 - 8, 2021**

Alamat seminar/Prosiding : <http://ieomsociety.org/brazil2020/>

Judul:

**Market Growth Strategy through Consumers' Satisfaction, Product Quality and Brand Image:  
Evidence from Jakarta Indonesia**

Nomor dokumen : ID 553

Alamat web : <http://ieomsociety.org/brazil2020/proceedings/>

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The screenshot shows a web browser window displaying the website for the 2nd South American Conference on Industrial Engineering & Operations Management. The page includes a navigation menu with links for Home, Authors, Competitions, Registration, Program, Committee, Keynote, Global Engineering Education, Industry 4.0, Panels, and Sponsors. The main content area features the conference title, location (Sao Paulo, Brazil, April 5-8, 2021), and the fact that it is a virtual conference via Zoom. There are links for Submission and Registration. A blue button for IEOM Membership Login is also visible. The footer contains information about the IEOM Society International, a 501(c)(3) non-profit organization, and mentions the 1st South American Conference in Bogota.



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## Proceedings

### Proceedings – 2021 Brazil Conference

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**ID 003 Evaluation of SAP2 Configuration**

Linda L. Zhang, IESEG School of Management (LEM-CNRS), Paris La Defense, Paris, France

**ID 004 Sustainable Close-loop Supply Chain Management: An Empirical Investigation of Critical Practice and Performance Factors**

Tushar Khatri, Student, Mechanical Engineering Department, Thapar Institute of Engineering and Technology, Patiala, (Punjab State), India

Jitendar K. Khatri, Management Consultant, Gurgaon, India

**ID 006 How the evolution of Digital Twin on the cloud with AI, is making easy to manage Asset Integrity remotely**

Claudio Makarovsky, Siemens Ltda, Brazil

Khidhir Akbar Ghofar, Universitas ARS, Bandung, Indonesia

Heni Rohaeni, Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

**ID 552      Development of Seasonal Product in Star-Up Business**

Natalie Putri, Rudy Aryanto, Chyntia Ika Ratnapuri, Doni Purnama Alamsyah, Entrepreneurship Program, Bina Nusantara University, Jakarta, Indonesia

**ID 553      Market Growth Strategy through Consumers' Satisfaction, Product**

Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas

John Tampil Purba, Department of Management Faculty of Economics and Business, Universitas

Gidion P. Adirinekso, Department of Management Faculty Economics and Business, Universitas

Wilson Rajagukguk, Department of Management Faculty of Economics and Business, Universitas

**ID 554      Solution to the Problem of Two-echelon Vehicle Routing with Restricted**  
**Techniques.**

Marín Triana Sebastián, Meneses Orozco Sergio Andrés and Arias Osorio Javier, School of Management, Santander, Bucaramanga, SDR 680002, Colombia

**ID 555      Strategic Business Analysis by Using Determinants of Buying Decisions in**  
**Indonesia**

Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas

John Tampil Purba, Department of Management Faculty of Economics and Business, Universitas

Gidion P. Adirinekso, Department of Management Faculty Economics and Business, Universitas

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