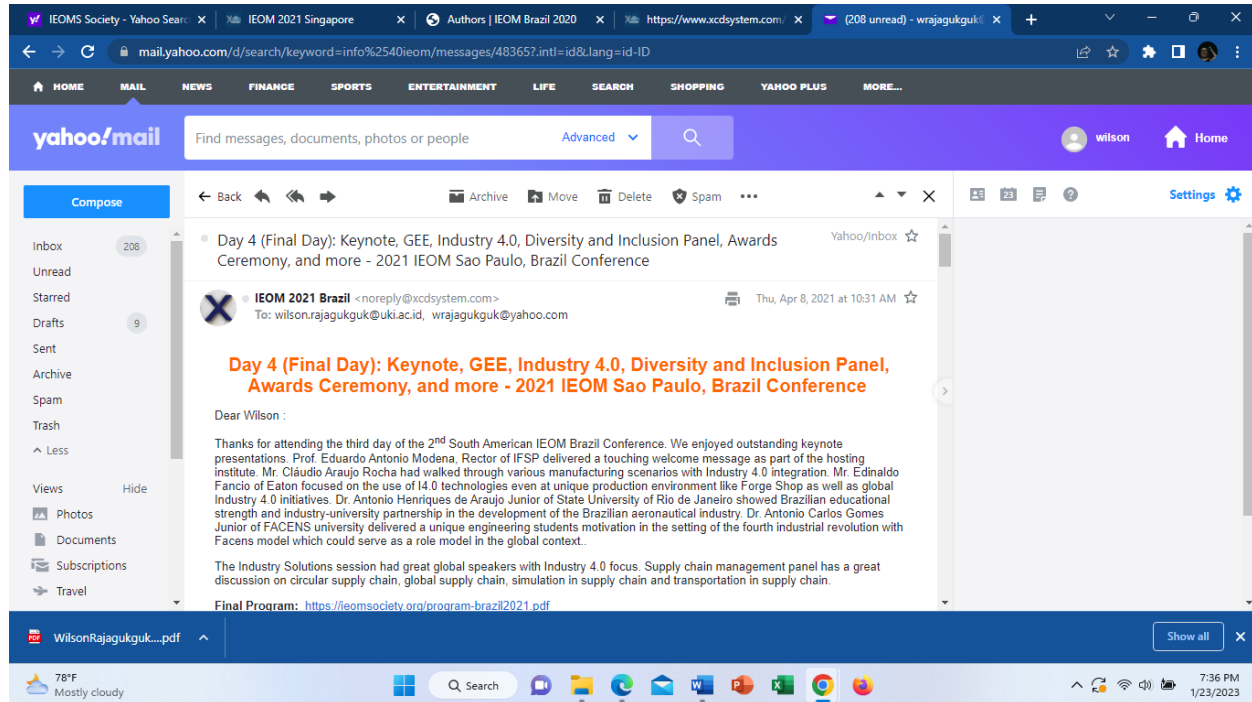
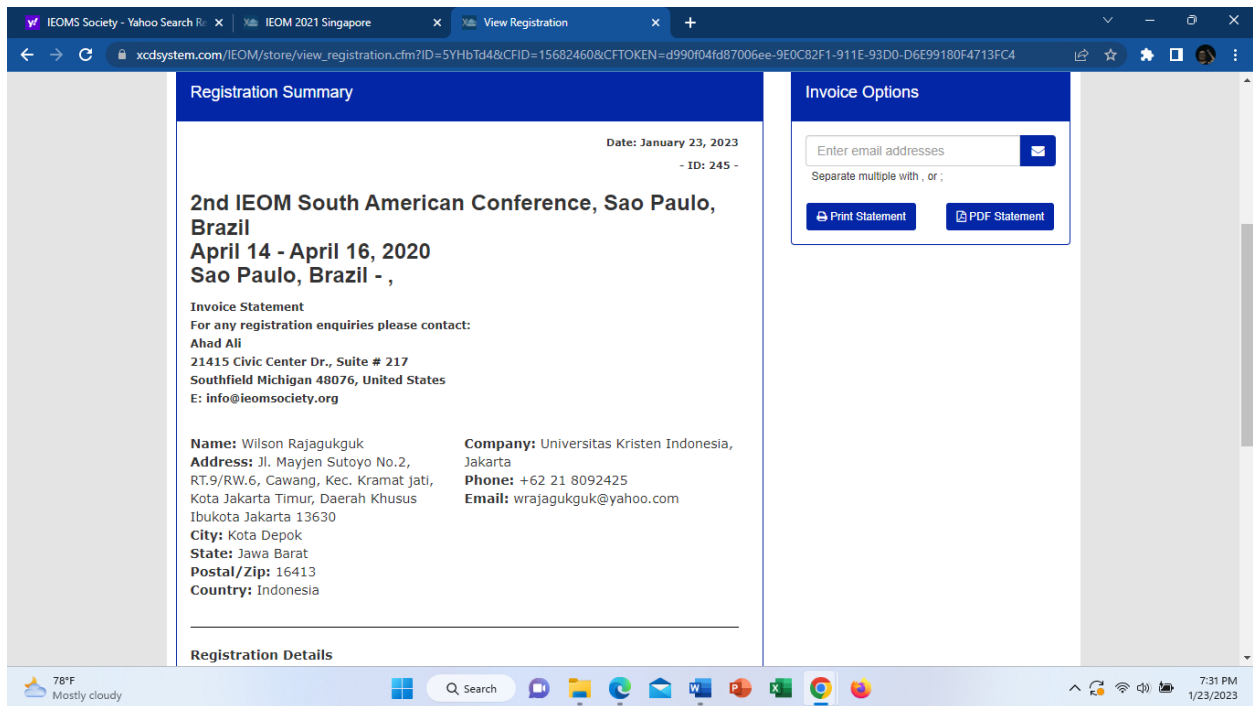
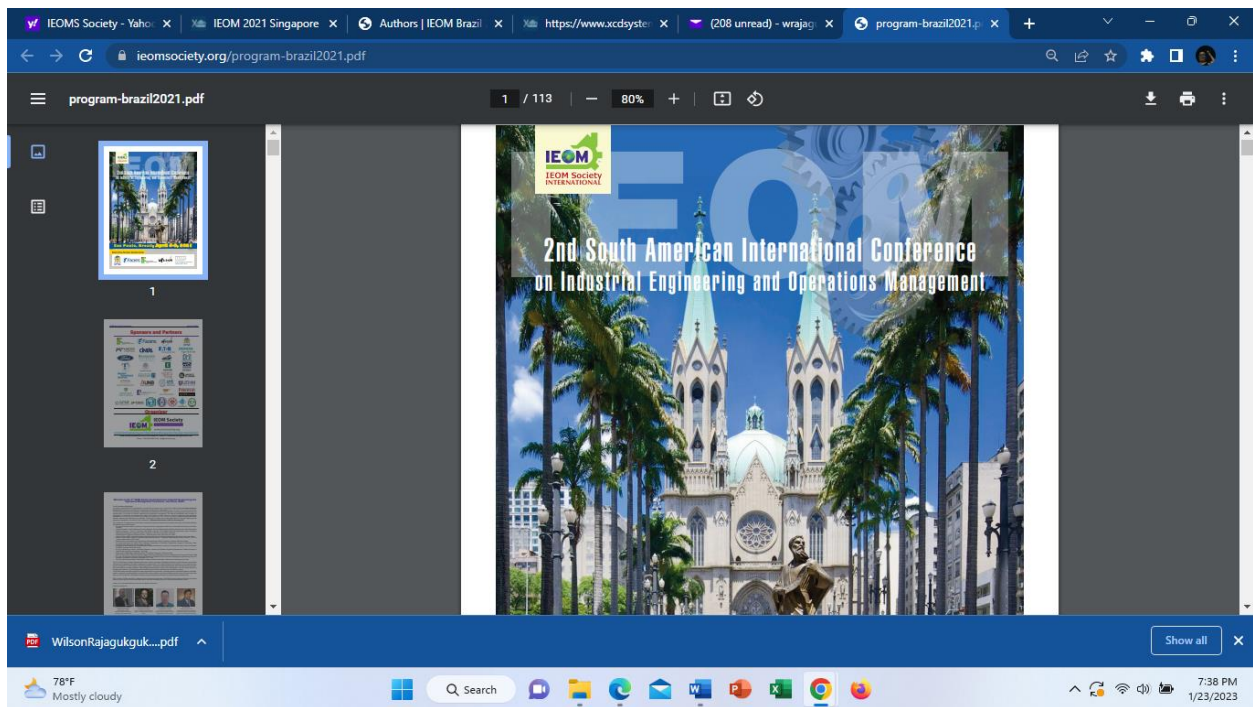


## 15.How Brand Image Mediated Sales Promotion and Price to Impact Shopee Consumer's Decision? The Case of Urban Worker in Jakarta

Bukti koresponden tidak ada (IEOMS : Brazil)





IEOMS Society · I EOM 2021 Sing · Authors | I EOM · https://www.xcd · (208 unread) · 2nd I EOM South · program-brazil2 · +

mail.yahoo.com/d/search/keyword=info%2540ieom/messages/475207:intl=id&lang=id-ID

HOME MAIL NEWS FINANCE SPORTS ENTERTAINMENT LIFE SEARCH SHOPPING YAHOO PLUS MORE...

yahoo/mail Find messages, documents, photos or people Advanced

Compose Back Archive Move Delete Spam Settings

Inbox 208 Unread Starred Drafts 9 Sent Archive Spam Trash Less Views Hide Photos Documents Subscriptions

Paper Review Comments Visible Now - I EOM South: American Sao Paulo Conference, April 5-8, 2021

IEOM 2021 Brazil <noreply@xcdsystem.com> To: wilson.rajagukguk@uki.ac.id, wrajagukguk@yahoo.com Mon, Mar 15, 2021 at 3:04 AM

Dear Wilson :

You can see paper review comments now. After login to your submission (<https://www.xcdsystem.com/IEOM/abstract/index.cfm?ID=8Hrq2y1>), you can see your paper review comments under your submission ID as "View Review Comments". Please let us know if you cannot see review comments.

Conference program can be downloaded from here: <http://ieomsociety.org/program-brazil2021.pdf>. You can search your presentation date and time. Each technical presentation for 12 min and Q&A is for 3 min via zoom. Please make arrangement for your zoom presentation.

Please note the following points for full paper preparation:

1. The paper is limited to 12 pages.
2. The pages should not be numbered.
3. Final version should be in MS Word format with conference header, footer and IEOM guidelines.
4. Authors MUST follow the 2021 IEOM Brazil Paper Template - <http://www.ieomsociety.org/ieom-brazil-2020-paper-guidelines.docx>.
5. Authors MUST follow the 2021 IEOM Brazil Abstract Template - <http://www.ieomsociety.org/ieom-brazil-2020-abstract-template.docx>.

<https://mandrillapp.com/track/click/30774040/ieomsociety.org?e=ytzjoibjNUS0ICN0h5MVVaRINMQVFTM082T1ZaUT4Iwidi6MSwicCI6IntclnVcj0zMDc3NDA0MCxlnZCj0xLWwidXJaXCi6XCj0dHwOlhcXC9cXfwwVvVbXNvY2lkdHkub3lnXFcxl3By...>

WilsonRajagukguk...pdf Show all

78°F Mostly cloudy 7:40 PM 1/23/2023

program-brazil2020 (1).pdf x "program-brazil2020 (1).pdf x +

File | C:/Users/user/Documents/User/Documents/Documents/JJA/Bukti%20Koresponden%20dan%20Link/Dokumen/program-brazil2020%20(1).pdf

41 of 113 Page view Read aloud Add text Draw gidion 4/8

Dimitrius Hikaru & John Tampil Purba, 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

Gideon P. Adirineko, Department of Management Faculty of Economics and Business, Universitas Kristen Krida Wacana, Jakarta, Indonesia

**ID 557 Global Brand Commitment in International Market: The Factors Affecting Global Brand Commitment**  
Justin Evanson and Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia

**ID 558 How Brand Image Mediated Sales Promotion and Price to Impact Shopee Consumer's Decision? The Case of Urban Worker in Jakarta**  
Gideon P. Adirineko, Department of Management Faculty Economics and Business, Universitas Kristen Krida Wacana, Jakarta 11470, Indonesia

John Tampil Purba, 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 13630, Indonesia

**ID 578 Worker Switching Intention from Pay Later Apps to Card: An HCM Approach of Traveloka Customers in Jakarta**  
Gideon P. Adirineko, Department of Management Faculty Economics and Business, Universitas Kristen Krida Wacana, Jakarta 11470, Indonesia

John Tampil Purba, 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

**8:00 – 9:45, MONDAY Information Systems Room 6**  
Session Chair: Grace Lorraine D. Intal, Information Systems Program Chair, School of Information Technology, Mapua University, Makati City, Philippines

**ID 758 Effective Management of Aggregate Technical Commercial and Collection Losses in Abuja Electricity Distribution Company**  
Muhammad Usman Kalsan and Bilkis Ayodele Ismail, Department of Mechanical Engineering, Ahmadu Bello University, Zaria, Kaduna, Nigeria

Najib Aminu Ismail and Md Mizanur Rahman, School of Mechanical Engineering, Universiti Teknologi Malaysia, 81310 Johor Bahru, Johor, Malaysia

**ID 776 Vetconnect: E-Commerce Portal for Veterinary Health care Providers and Service Subscriber**  
Daniele De Guzman; Samuel Mirasol; King Perez; Grace Lorraine Intal, School of Information Technology, Mapua University Makati, Philippines

**ID 779 Analysis of Agropolitan Area Planning Based on Natural Disaster Mitigation in West Muna Regency, Southeast Sulawesi, Indonesia**  
Kafin, Doctor Program of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia

Sukono, and Sudrajat Suplan, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia

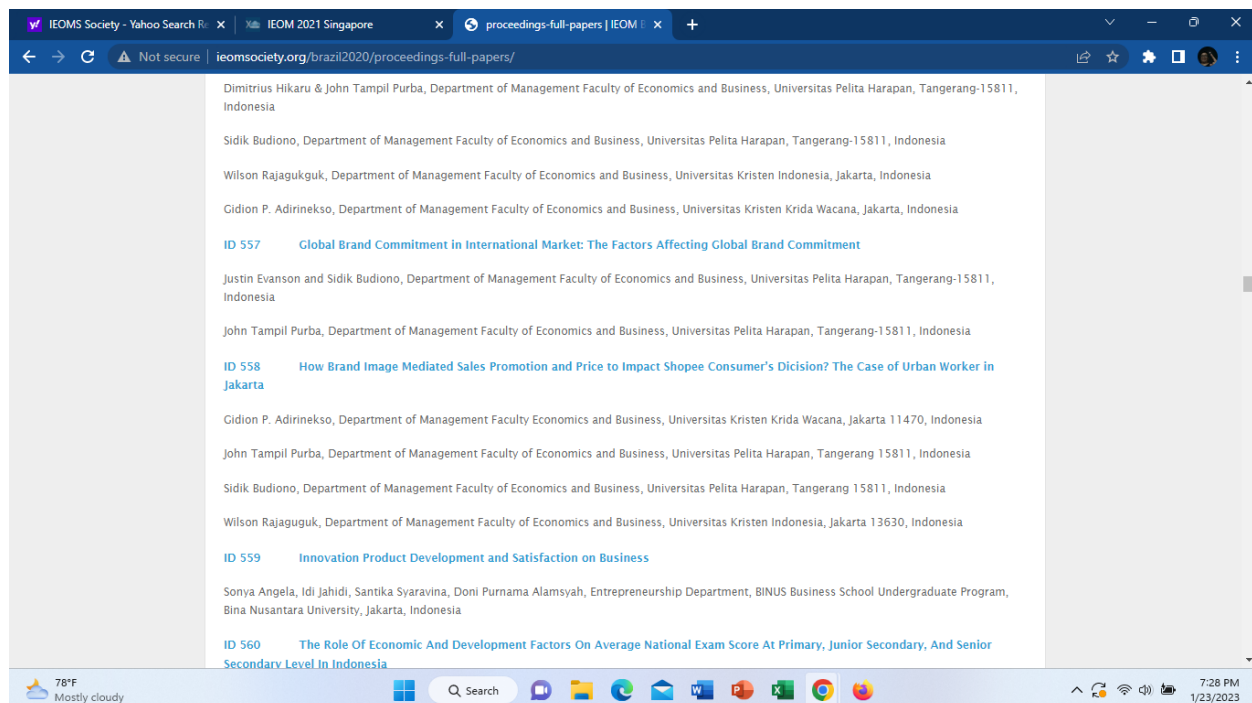
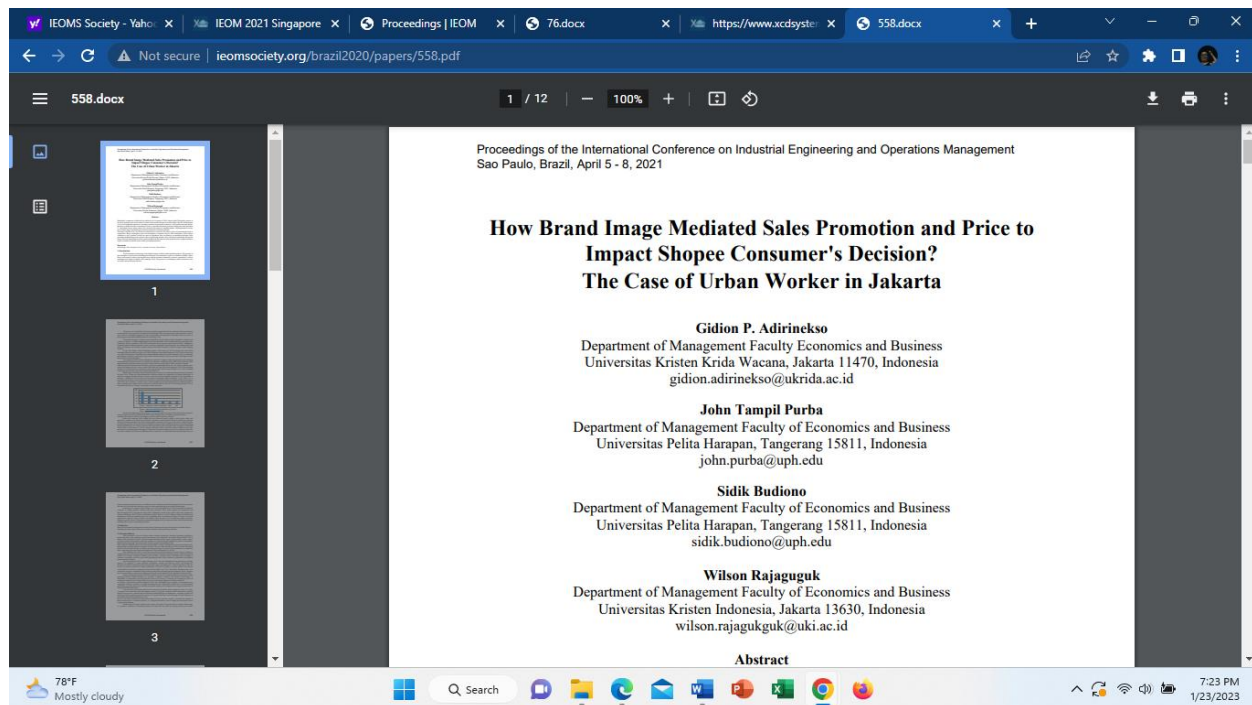
Mustafa Manat, Faculty of Informatics and Computing, Universiti Sultan Zainal Abidin, Kuala Terengganu, Malaysia

Fatri Muljana, Department of Geography, Faculty of Earth Sciences and Technology, Halu Oleo University, Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

© IEOM Society International 41 2nd South American Conference

78°F Mostly cloudy 7:26 PM 1/23/2023



IEOMS Society - Yahoo Search R... IEOM 2021 Singapore Update Profile xcdsystem.com/IEOM/abstract/update\_profile.cfm

**2<sup>nd</sup> South American Conference on Industrial Engineering & Operations Management**  
IEOM Society São Paulo, Brazil, April 5 – 8, 2021

INSTITUTO FEDERAL São Paulo Facens

Profile Home Submission Home Update Profile Conference Home Logout

**My Account**

- Contact Info
- Password
- Picture
- Orders

**Contact Info**

Prefix \*  
Dr.

First Name \*  
Wilson

Last Name \*  
Rajagukguk

Name Suffix / Degrees

78°F Mostly cloudy 7:30 PM 1/23/2023

IEOMS Society - Yahoo Search R... IEOM 2021 Singapore Authors | IEOM Brazil 2020 https://www.xcdsystem.com/ (208 unread) - wrajagukguk

mail.yahoo.com/d/search/keyword=info%2540ieom/messages/483657.intl=id&lang=id-ID

HOME MAIL NEWS FINANCE SPORTS ENTERTAINMENT LIFE SEARCH SHOPPING YAHOO PLUS MORE...

**yahoo/mail** Find messages, documents, photos or people Advanced Wilson Home

Compose Back Archive Move Delete Spam Settings

Inbox 208 Unread Starred Drafts 9 Sent Archive Spam Trash Less Views Hide Photos Documents Subscriptions Travel

There are five-time slots for the final day starting 8 am, 9:45 am - keynote, 1 pm, 3 pm, and 5:30 pm. There are five parallel zoom rooms for technical sessions. Each session has about 6-7 papers, and each technical presentation will have 15 min. You will be sharing your PowerPoint slide via zoom. The session chair should coordinate sessions to ensure all sessions are on schedule. Zoom hosts will help as needed and manage Zoom hosting to control mute/unmute.

The award ceremony is the final day attraction for distinguished leaders, outstanding educators, professors, researchers, practitioners, and exceptional students. Competition winners of the 1st, 2nd, and 3rd places receive their awards at the ceremony. You can bring your family members to celebrate your achievements. Best track papers will be announced after the conference. Please use room 1 link for awards ceremony during 7:00 pm – 9:00 pm on Thursday.

**Zoom Links (Please do not share with others)**

Zoom Room 1 - <https://us02web.zoom.us/j/87450475484?pwd=Rm5lWlhFNnh5VkhRaWtRlVU0Yy9ldz09>  
Meeting ID: 874 5047 5484, Passcode: 323531

Zoom Room 2 - <https://us02web.zoom.us/j/81650721025?pwd=OGYyYVZlVWVpsV253amtrYUdMdz09>  
Meeting ID: 816 5072 1025, Passcode: 526297

Zoom Room 3 - <https://us02web.zoom.us/j/87214191488?pwd=Uj93dmRvUGdBbnExVCs5bnlZVXpZZz09>  
Meeting ID: 872 1419 1488, Passcode: 895851

Zoom Room 4 - <https://us02web.zoom.us/j/85471622438?pwd=Ynh6bjJbEjE3Q2M1ZFZCNEJdZVRkZz09>  
Meeting ID: 854 7162 2438, Passcode: 937344

Zoom Room 5 - <https://us02web.zoom.us/j/86213734376?pwd=YUZhQjJlVWVpYUJk5kY0lUJTJldz09>

WilsonRajagukguk....pdf Show all

78°F Mostly cloudy 7:37 PM 1/23/2023