



UEH
UNIVERSITY

COMMUNITY SERVICE GUIDELINE BOOK

LCONICS

International Conference on Economics and Business



BALI
INDONESIA

ACTIVITY DATE
AUGUST 30th, 2024

2nd ICONICS – COMMUNITY SERVICES GUIDELINE

Brief Description

International Conference on Economics and Business Udayana University (ICONICS) 2024 is the second seminar held by the Faculty of Economics and Business in Udayana University, being the first one held in 2023. Previously, ICONICS held a dissemination of research papers and international seminar, however on this occasion, the 2nd ICONICS will be focusing on community services instead of a research conference, with the commemoration of the Anniversary of the Faculty of Economics and Business at Udayana University. This community services conference will be in the format of dissemination, with various relevant topics that will be disseminated, ranging from the latest trends in technology to sustainable issues such as environmental, social, and economic issue in which will be applicable and can be adopted by communities in various Balinese Village. In the world of higher education, dissemination in the field of community service involves the **transfer of knowledge, information and best practices from lecturers to the community** as a form of **real contribution in solving social, economic and environmental issues**.

This Joint International Conference **is more than just a platform for academic discourse; it aspires to create new insights, facilitate the exchange of experiences, and build new networks**. ICONICS is committed to engaging **not only with fellow professionals in the field but also with the broader community**. In line with this commitment to holistic engagement, ICONICS acknowledges **the pivotal role of community services** in contributing to the overall well-being of society as a whole. In addition to offering a comprehensive conference experiences, we as higher education institution are trying embrace the broader responsibilities encapsulated in the Three Dharma of Higher Education—teaching and education, research, and community services. This commitment aligns with the accredited indicators for higher education in Indonesia, emphasizing the importance of holistic engagement and societal impact. Within this framework, community service not only emerges as a vital component of our academic mission but also serves as a recognized indicator of our institution's commitment to contributing positively to society. This holistic approach underscores our dedication to meeting the accreditation standards and fostering a well-rounded educational experience for our students and the communities we serve.

Urgency

According to 2023 data from the Ministry Of Village, Development Of Disadvantage Region, and Transmigration of the Republic of Indonesia, the number of villages with very underdeveloped status's in Indonesia is at **4,382 villages** and those with underdeveloped village status are at **6,803 villages**. Several factors that are challenges to raising the status of very underdeveloped villages and underdeveloped villages to become developing, advanced or even independent villages include **low human development index factors, infrastructure and access and regional affordability**, and **poverty**. Community service activities carried out by higher education institutions as a form of the *Tri Dharma* of Higher Education are very important to find a way out of these various challenges.

Community services is a fundamental aspect of societal development and plays a crucial role in fostering a sense of responsibility, empathy, and social awareness. With this understanding that we at the faculty of economics and business want to advocate for the active involvement of lecturers in community service initiatives. This aligns with our vision and mission to not only disseminate knowledge but also to actively engage with and contribute to the communities we serve.

Here are a few reasons **why community service is particularly important** for lecturers in Indonesia:

1. **Civic Responsibility:** Lecturers, as influential figures in their communities, can significantly impact the collective well-being by actively participating in community service projects. This helps instill a sense of civic responsibility or duty among both students, the broader community and stakeholders.
2. **Enhanced Learning Experience:** Through community services, lecturers can integrate real-world experiences into their teaching methodologies, offering students a more comprehensive and practical understanding of the subjects they study. This experiential learning approach enriches the academic experience and equips students with valuable life skills.
3. **Building Stronger Communities:** Lecturers have the potential to leverage their expertise and knowledge to address community needs, thereby contributing to the overall development of the society they serve. This collaborative effort strengthens the bond between educational institutions and the communities they are a part of.
4. **Promoting Social Equality:** By engaging in community service, lecturers can actively contribute to reducing social disparities and promoting equality. This aligns with the broader goals of education in creating a more just and inclusive society.

Universities can engage their students and Lecturers in teams through community service projects with the aim of transferring knowledge and experiences. Regular actions of Community services relates to how higher education is envisioned. Each university has its own unique vision and traits, thus service projects place more of an emphasis on advancing social knowledge connected to the university's traits. This is essentially to construct a stand-alone rural village or neighborhood. Lecturers as implementers of the *Tri Dharma* in higher education must be able to contribute to the institution where do they serve abide by. This contribution comes from the results of research and downstream research carried out apply it in community service activities. The results of this research are uplifting the honor of the faculty and also the university. In service activities, it is hoped that lecturers will be able to also provide Community service contributions in the region in the form of the application of science and technology either directly or indirectly, and in one form of this is the **dissemination of community services**. In the world of higher education, dissemination in the field of community service involves the **transfer of knowledge, information and best practices from lecturers to the community** as a form of **real contribution in solving social, economic and environmental problems**.

In summary, ICONICS is not merely an academic conference; **it is a platform that embraces the broader responsibilities of higher education, recognizing the importance of community service in creating a positive impact on society**. Through **this collaborative effort**, we aim to contribute to the betterment of both academia and the communities we are an integral part of. **We encourage you to consider incorporating community service into significant events like the International Joint Conference involving ACBES, GARCOMBS, and ICONICS.** This could involve forming partnerships and networks with local organizations, supporting community outreach programs, and recognizing lecturers for their contributions to community development. If you have any thoughts or suggestions on this matter, we would be delighted to discuss them further.

Dissemination Activities Purposes:

General Purposes

- 1) To spread information and knowledge effectively to the public, in a way that is easy to understand and relevant to their needs.
- 2) Facilitate the process of down streaming research results and R&D technology products to the community through community empowerment.
- 3) Increasing the synergy of higher education institutions, especially economics and business faculties, at various levels, both central and regional.
- 4) Improving community welfare.

Specific Purposes

- 1) Accelerating the dissemination and utilization of technology products and potential research results, from higher education institutions, especially economics and business faculties, to the community.

Activity Output

- 1) Online Abstracts
- 2) Dissemination of international standard community services online and offline.

Activity Scope

The scope of activities includes all results of community service research conducted by lecturers/researchers from various cross-disciplinary fields of economics and business (economics, management, finance and accounting) which will later be disseminated in the form of oral presentations in accordance with the predetermined community service theme.

Themes (Options)

- 1) The 2nd Iconics Community Services theme is about sustainability, both from economic, social and environmental aspects.
- 2) The 2nd Iconics Community Services theme is about 17 SDG's

Sub Themes (Options 1: Sustainability)

1) Economics

- a. Economic performance
- b. Market presence
- c. Indirect economic impacts
- d. Procurement practices
- e. Anti-corruption
- f. Anti-competitive behaviour
- g. Management and accountability of village finances
- h. Tax

2) Environmental

- a. Materials
- b. Energy
- c. Water and Effluents
- d. Biodiversity
- e. Emissions
- f. Waste

3) Social

- a. Employment

- b. Labor/management relations
- c. Occupational health and safety
- d. Training and education
- e. Diversity and equal opportunity
- f. Non-discrimination
- g. Freedom of association and collective bargaining
- h. Child labor
- i. Forced or compulsory labor
- j. Security practices
- k. Rights of indigenous people
- l. Human rights assessment
- m. Local communities
- n. Supplier social assessment
- o. Public policy
- p. Customer health and safety
- q. Marketing and labeling
- r. Customer privacy

Sub Themes (Options 2: 17 SDG's)

- a. No poverty
- b. Zero Hunger
- c. Good health and well being
- d. Quality education
- e. Gender equality
- f. Clean water and sanitation
- g. Affordable and clean energy
- h. Decent work and economic growth
- i. Industry, innovation, and infrastructure
- j. Reduced inequalities
- k. Sustainable cities and communities
- l. Responsible consumption and production
- m. Climate action
- n. Life below water
- o. Life on land
- p. Peace, justice, and strong institutions
- q. Partnership for the goals

2nd ICONICS International Community Services Concept:

1. Form: Dissemination of Community Service Paper from participants (submission fee: free from charge).
2. Overview :
 - a. Day 1: Sayan Village, Ubud Sub-district
 - b. Day 2: FEB Udayana University
3. Date :
 - a. Day 1: 30th of August 2024 (Best 5) in Sayan Village
 - b. Day 2: 1st of September 2024 (15-20 papers selected) on FEB Udayana University 57th Anniversary
4. Duration:
 - a. Day1: 30th of August: 90 minutes (Presentation + Discussion Session). Each participant will present a maximum of 10 minutes

- b. 1st of September: 3 Session @5 Papers and Discussion Session on each session. 10 minutes each presenter, 30 minutes discussion on each session. Total duration ±240 minutes
- 5. Number of community service papers presented:
 - a. 5 papers (top 5) selected PKM who will present, and be guided by the moderator on August 30th 2024 and
 - b. 15 papers (the rest of top 20) on September 1st 2024
- 6. The dissemination of community service results on September 1st , will provide an opportunity for the community present to discuss directly with the presenter after the dissemination is complete.

2nd ICONICS International Community Services- Paper Registration & Selection

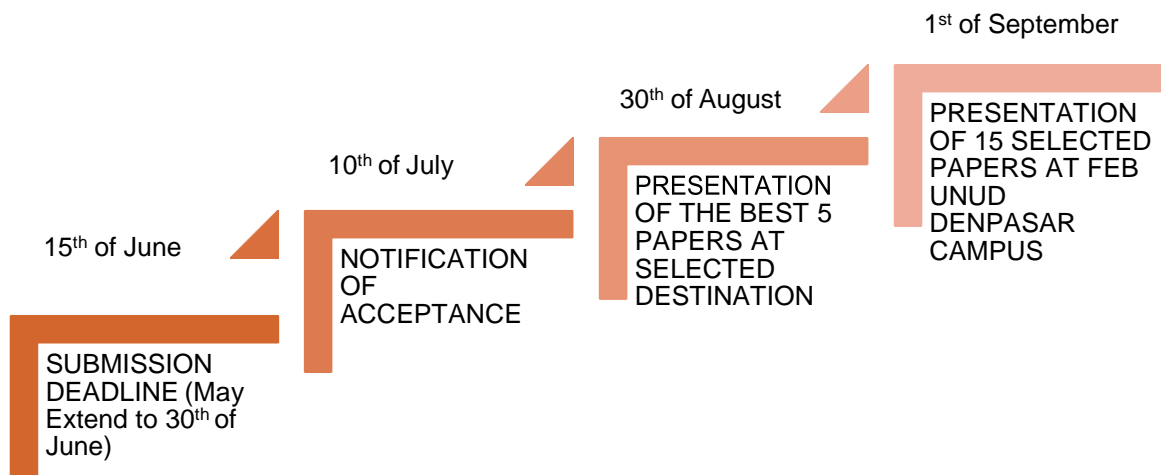
The registration mechanism and selection of papers for dissemination are explained as follows:

1. Submission deadline will be on June 15th and may extend to June 30th.
2. It will be **free of charge** for the paper submission.
3. Participants whose paper wish to be disseminated must be relevant to the themes and sub-themes that have been determined.
4. The paper selection process will be carried out from July 1st to July 9th.
5. The reviewers were drawn from representatives of each organizing faculty (FEB Udayana University, FEB Padjadjaran University, and University of Economics Ho Chi Minh City).
6. Announcement of the 20 best papers on July 10th. The 5 best papers will be disseminated directly in selected villages, while the remaining 15 papers will be disseminated at FEB Udayana University.

Timeline

Important dates (these dates may change subject to the change of the joint conference timeline and our dean approval):

1. June 15th SUBMISSION DEADLINE (May Extend to 30th of June)
2. July 1st – 9th PAPER ASSESSMENT
3. July 10th NOTIFICATION OF ACCEPTANCE (20 best papers)
4. August 30th PRESENTATION OF THE BEST 5 PAPERS AT SELECTED DESTINATION
5. September 1st PRESENTATION OF 15 SELECTED PAPERS AT FEB UNUD DENPASAR CAMPUS



APPENDIX 1
ABSTRACT TEMPLATE

Title (maximum 3 lines)

¹Author Name

dept. name of organization (of Affiliation)

name of organization (of Affiliation)

City, Country

email address

²Author Name, ³Author Name

²*dept. name of organization (of Affiliation)*

name of organization (of Affiliation)

City, Country

email address

³*dept. name of organization (of Affiliation)*

name of organization (of Affiliation)

City, Country

email address

Abstract—In this article, the Abstract writing format used at the 2024 - 2nd ICONICS community service dissemination organized by the Faculty of Economics and Business, Udayana University is explained. Participants who do not comply with these provisions/format are at risk of not being accepted to attend the seminar. The abstract must not exceed **250 words** which is the essence of the scientific article. The abstract contains **objectives, methods, results, conclusions** and **implications** which are presented in the form of a short and straightforward description. The explanation of these entries will be explained in the discussion of the article. Abstract Writing is written in one paragraph with one column format and font size 12 pt., aligned right and left (justify). It is not permitted to use citations in the abstract. Do not use symbols, special characters, footnotes and mathematical equations in the Abstract.

Keywords— Maximum 5 keywords sorted alphabetically and separated by commas.

APPENDIX 2

FULL MANUSCRIPT TEMPLATE

Title (maximum 3 lines)

¹Author Name

dept. name of organization (of Affiliation)

name of organization (of Affiliation)

City, Country

email address

²Author Name, ³Author Name

²*dept. name of organization (of Affiliation)*

name of organization (of Affiliation)

City, Country

email address

³*dept. name of organization (of Affiliation)*

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Keywords— Maximum 5 keywords sorted alphabetically and separated by commas.

I. INTRODUCTION

If you are reading the PDF version of this document, please download the .doc file (Microsoft Word 97-2003) from the website... so that you can use it to prepare your manuscript.

The length of the paper is between **1500-2000 words**, including abstract and bibliography (**maximum 6 pages**). The author must directly discuss one of the themes in the seminar available on the seminar site... indicating the focus of the author's research, explaining the methods used to conduct the research, presenting previous research findings and summarizing key contributions to the field. So the structure of writing a paper is arranged in the following order of discussion topics:

1. **Introduction**
2. **Methods and Procedures**

- 3. **Results and Discussion;**
- 4. **Conclusion;**
- Acknowledgments (if any)**
- Bibliography**

The introductory section contains a description of the scope, previous literature review (*state of the art, literature review*), statement of scientific novelty and research problems accompanied by the aim of the scientific article. The first sentence of each new paragraph is written indented. Writing reference quotations by including the reference number (for example, taken from a reference in the bibliography number one, then just write [1] behind the quotation). Writing reference quotations by including the reference number (for example, taken from a reference in the bibliography number one, then just write [1] behind the quotation)

The table title is at the top, while the image title is written below. An example of placing tables and images is in the middle of the page as follows:

TABLE 1. TABLE TITLE

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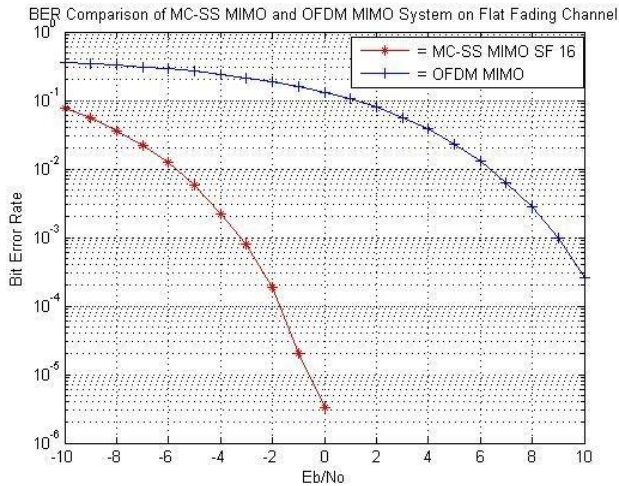


FIGURE 1. TITLE OF FIGURE 1

We will try to maintain the color of the figures and tables in the proceedings in CD or e-Book form, however the printed proceedings will only be available in (black and white) format.

II. METHODS AND PROCEDURES

Methods and procedures describe in detail the methods, instruments and research analysis techniques used in solving problems.

Writing sub-headings is as follows:

A. Review Process

Submit your paper electronically for review. When you submit the final version of your paper (after your paper has been accepted), submit your final manuscript through the Conference website submission system.

B. Form Copyright

The processed 2024 - 2nd ICONICS copyright form must be included with the final submission of your paper. You can get a .pdf, or .doc version on the web. The author is responsible for obtaining any security clearance.

III. RESULTS AND DISCUSSION

Results and discussion are objective descriptions of research results related to research questions and scientific discussion. The results present research data and research findings that need to be explained scientifically including: what, why, how and supported by adequate scientific phenomena and there are comparisons with the research results/findings of other relevant researchers.

Equations that appear in the paper should be written using MS Equation in MS Word. Equation (1) shows an example of writing an equation.

$$L = P \times Le$$

(1)

where L is area, P is length and Le is width [2].

IV. CONCLUSION

The conclusion provides answers to the problems raised in the introduction. In scientific articles resulting from research, what is meant by conclusion is the formulation or answer to research questions based on research results presented briefly. Conclusions are presented in paragraph form. In scientific articles, conclusions are formulated based on the results of problem solving analysis. At the end of the conclusion, it is necessary to write down the implications and development of the findings found.

Acknowledgments

Times New Roman, 9 pt, 1 space. Acknowledgments to sponsors and financial support should be included here. Acknowledging the contributions of other colleagues not included in the writing of this paper is also added to this section.

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