



Faculty of Economics and Business
Universitas Pattimura

THE 3RD INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY (3RD ICON-BE)

**Navigating Global Uncertainty: Sustainability and Digital
Transformation for Inclusive Growth in the Archipelagic
Region**

PROCEEDING

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Navigating Global Uncertainty: Sustainability and Digital Transformation for Inclusive Growth in the Archipelagic Region

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February 20th, 2026

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Description of Cover Background Image – The Rectorate Building serves as the central administrative hub of Universitas Pattimura (UNPATTI), located at the Poka Campus in Ambon, Maluku, Indonesia. This building functions as the official office of the Rector and the university's top leadership, playing a vital role in the governance and strategic management of the institution.

As the main administrative center, the Rectorate Building accommodates executive offices, central administrative units, and coordination spaces that support academic, financial, and institutional operations. It is also the primary venue for important university-level activities, including official ceremonies, leadership meetings, academic senate sessions, and strategic planning discussions.

Strategically positioned within the Poka Campus area, the building represents the institutional authority and organizational core of Pattimura University. Beyond its administrative function, the Rectorate Building symbolizes the university's commitment to advancing higher education, research, and community service in Maluku and the eastern region of Indonesia.

Preface

This proceeding was prepared based on the outcomes of the 3rd International Conference on Business and Economics (ICON-BE 3) entitled “*Navigating Global Uncertainty: Sustainability and Digital Transformation for Inclusive Growth in the Archipelagic Region*”, held on December 11th, 2025, by Faculty of Economics and Business, Universitas Pattimura, at the Swiss Bell Hotel in Ambon and conducted in a hybrid format. The conference was organized as an academic platform to address global uncertainty through sustainability strategies and digital transformation, particularly within archipelagic regions. It aimed to provide constructive scientific insights and strategic recommendations for policymakers, academics, researchers, and practitioners in fostering inclusive economic growth.

The event commenced with participant registration, followed by the opening ceremony, the Indonesian National Anthem, and a traditional dance performance reflecting local cultural identity. The report of the Organizing Committee Chair was delivered by Hartina Husein, S.E. M.Sc. Ak. CA. Welcoming remarks were presented by the Dean of the Faculty of Economics and Business, Universitas Pattimura, Prof. Dr. Teddy Christianto Leasiwal, S.E. M.Si., and by the Rector of Universitas Pattimura, Prof. Dr. Fredy Leiwakabessy, M.Pd., followed by the official opening of the 3rd ICON-BE. The conference featured distinguished keynote and invited speakers. The keynote address was delivered by Prof. Dr. Arif Satria, S.P., M.Si., Head of the National Research and Innovation Agency, who highlighted strategic directions for national research and innovation in supporting sustainable development. The first invited speaker, Prof. Iman Haryawan, S.E. M.B.A. Ph.D., from the University of Airlangga, Indonesia, discussed contemporary issues in business and economic transformation, followed by an interactive discussion session. The second speaker, Prof. Dr. Law Siong Hook, Ph.D., from Universiti Putra Malaysia, shared insights on regional economic resilience and digital transformation, which was also followed by an interactive session. The third speaker, Cheryl M. Stefia, S.T., M.B.A., Australia Awards Fellowship – Student Affiliate at Flinders University, Australia, presented perspectives on sustainability and international collaboration in economic development.

This international conference was attended by experts, researchers, academics, government representatives, and practitioners in the fields of business and economics. The forum facilitated the exchange of research findings, policy recommendations, and best practices relevant to sustainable and inclusive growth in the digital era. The editors and organizing committee express their sincere appreciation to all speakers, authors, reviewers, and participants for their valuable contributions. The conference was successfully conducted from preparation to implementation through strong collaboration among all stakeholders.

We hope that this proceeding will contribute meaningfully to academic discourse and policy development related to sustainability and digital transformation in archipelagic regions. Any constructive feedback for future improvement will be greatly appreciated.

Ambon, February 20th, 2026

Head of Executive Committee the 3rd ICON-BE

Hartina Husein, S.E. M.Sc. Ak. CA

Principal's Decision Letter

(in Bahasa)

The 3rd International Conference on Business and Economics Committee

K E P U T U S A N

DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS PATTIMURA

No: 438/UN13.1.4/SK/2025

TENTANG

PERUBAHAN PERTAMA ATAS KEPUTUSAN DEKAN FAKULTAS EKONOMI
DAN BISNIS NOMOR 28/UN13.1.4/SK/2025 TENTANG KOMPOSISI PANITIA

The 3rd International Conference on Business and Economics (ICON-BE 3)

DEKAN FAKULTAS EKONOMI DAN BISNIS,

- Menimbang:**
- a. bahwa sehubungan dengan adanya perubahan struktur organisasi/ kebijakan baru, maka dipandang perlu dilakukan perubahan komposisi panitia The 3rd International Conference on Business and Economics (ICON-BE 3);
 - b. bahwa berdasarkan pertimbangan sebagaimana dimaksud dalam huruf a, perlu mengubah Keputusan Dekan Fakultas Ekonomi dan Bisnis Nomor 28/UN13.1.4/SK/2025 tentang Komposisi Panitia The 3rd International Conference on Business and Economics (ICON-BE 3), dengan Keputusan Dekan;

Mengingat:

1. Undang-Undang Nomor 20 Tahun 2003 tentang sistem Pendidikan Nasional;
2. Undang-Undang R.I. Nomor 14 Tahun 2005 tentang Guru dan Dosen;
3. Undang-Undang R.I. Nomor 5 Tahun 2014, Tentang Aparatur Sipil Negara;
4. Peraturan Pemerintah R.I. Nomor 4 Tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;
5. Peraturan Presiden R.I. Nomor 82 Tahun 2019, tentang Kementerian Pendidikan dan Kebudayaan;
6. Keputusan Presiden R.I. Nomor 66 Tahun 1963 tentang Pendirian Universitas Pattimura;
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8. Peraturan Menteri Riset, Teknologi dan Pendidikan Tinggi R.I. Nomor 52 Tahun 2017, tentang Statuta Universitas Pattimura;

9. Keputusan Menteri PTIP Nomor 108 Tahun 1965 tertanggal 1 September 1965 tentang Penegerian Fakultas Ekonomi Universitas Pattimura;
10. Keputusan Menteri Pendidikan dan Kebudayaan R.I. Nomor 65456/M/06/2023 tentang Pengangkatan Rektor Universitas Pattimura Periode tahun 2023-2027;
11. Keputusan Rektor Universitas Pattimura Nomor 958/UN13/SK/2024, tanggal 7 Juni 2024 tentang Pengangkatan Saudara Prof. Dr. Teddy Christianto Leasiwal, S.E. M.Si. sebagai Dekan Fakultas Ekonomi dan Bisnis Universitas Pattimura Periode 2024-2028;

MEMUTUSKAN:

- Menetapkan** : KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN BISNIS TENTANG PERUBAHAN PERTAMA ATAS KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN BISNIS NOMOR 28/UN13.1.4/SK/2025 TENTANG KOMPOSISI PANITIA The 3rd International Conference on Business and Economics (ICON-BE 3)
- KESATU** : Mengubah Keputusan Dekan Fakultas Ekonomi dan Bisnis Nomor 28/UN13.1.4/SK/2025, tentang Komposisi Panitia The 3rd International Conference on Business and Economics (ICON-BE 3), dengan mengubah keanggotaannya.
- KEDUA** : Mengangkat mereka yang namanya tersebut pada lajur “2”, dalam jabatan pada lajur “5”, lampiran Keputusan ini.
- KETIGA** : Tim bertugas merencanakan, mempersiapkan serta menyusun hal-hal yang berkaitan dengan The 3rd International Conference on Business and Economics (ICON-BE 3).
- KEEMPAT** : Keputusan ini berlaku 1 tahun sejak tanggal ditetapkan dengan ketentuan apabila terdapat kekeliruan dalam keputusan ini akan diperbaiki sebagaimana mestinya.

Ditetapkan di Ambon,
Pada Tanggal 18 November 2025

ttd

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TENTANG

PERUBAHAN PERTAMA ATAS KEPUTUSAN
DEKAN FAKULTAS EKONOMI DAN BISNIS
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DEKAN

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